SEPTEMBER 10, 1951

BROADCASTING TELECASTING

PUBLIC LIBRARY
SEP 10 1951
DETROIT

WOR-tv

channel **9**

New York's greatest sports station, carrying such important sports events as The Brooklyn Dodgers, The World Series, All-Star Game, the best in basketball, boxing, wrestling, golf

Proudly announces its 1951 Fall sports schedule

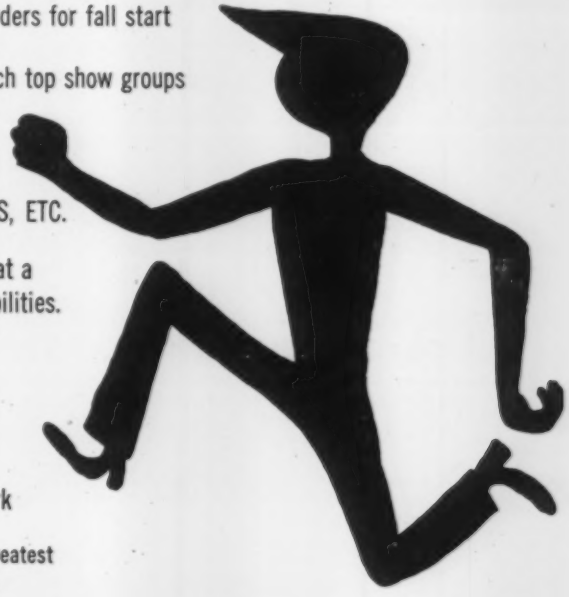
Monday — Boxing, IBC Bouts from St. Nicholas Arena
*__Tuesday__ — Boxing, from Westchester County Center
Wednesday — Wrestling from Ridgewood Grove (in October), Basketball from Columbia, Fordham and St. Francis College from their own gyms (in December)
*__Thursday__ — Boxing, from Sunnyside Gardens
Friday — Wrestling, from Jamaica Arena
*__Saturday__ — Boxing, from Ridgewood Grove

Effective Immediately WOR-tv will accept orders for fall start

There are still premium availabilities on such top show groups as the following:

SPORTS	NEWS
CHILDREN'S SHOWS	FEATURE FILMS, ETC.

All time is guaranteed against pre-emption at a cost any sponsor can afford. Ask for availabilities.



write, wire, or phone

WOR-tv
in New York

★ Bouts under the supervision of one of the greatest promotors and match-makers in the fight game, Joe McKenna.

Our Biggest Year AT THE STATE FAIRS!

RADIO'S EVER MAGIC TOUCH

More people than ever before saw WLS talent, visited our tents and saw our displays

WLS NATIONAL BARN DANCE Square Dancers on stage at the Illinois State Fair.

This was the biggest State Fair year for WLS! Radio's Ever Magic Touch brought throngs into WLS tents at the Illinois, Indiana and Wisconsin State Fairs. At each of these state activities WLS entertainers broadcast daily direct from the Fair Grounds before enthusiastic crowds. Further, the large WLS tents contained special displays promoting WLS service and entertainment . . . contained checking racks for the benefit of Fair visitors. Thousands of WLS listeners from all over the Midwest stopped in to meet and say hello to all the WLS folks.

As in eleven previous years, the WLS NATIONAL BARN DANCE was the opening Saturday night feature at the Illinois State Fair . . . and played before one of the largest crowds ever to see the famed program at the Fair! 12,331 people *paid* to see the 27 year old NATIONAL BARN DANCE broadcast from before the Fairground Grandstand.

This personal touch with the WLS audience . . . this acceptance enjoyed in ever-increasing amounts, helps prove that in the concentrated Midwest area, more people are listening to WLS—on more radios—than ever before. The WLS audience, ever increasing in size and importance, shows again the power of radio's ever magic touch—to educate—to entertain—to contribute to the American way of life—and to create favorable public opinion—and sales—for articles and services that deserve it.

Above—Illinois Governor Adlai Stevenson presents Mr. Arthur Enix with the State Trophy for the "outstanding rural chorus of 1951." Mr. Enix, Director of the Choral Group from Will County, accepted the trophy during the WLS NATIONAL BARN DANCE program broadcast from the Illinois State Fair. Mr. Harold Safford, WLS Program Director (far right) joined the Barn Dance cast in applauding the presentation.

Below—Part of the 12,331 people who *paid* to see the NATIONAL BARN DANCE broadcast from before the Grandstand at the Illinois State Fair.

SEE YOUR JOHN BLAIR MAN FOR DETAILED INFORMATION

WLS The PRAIRIE FARMER STATION CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

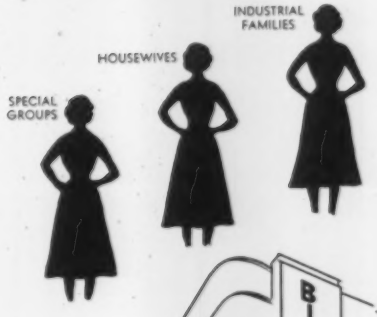
890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

3 ways to SELL

BIRMINGHAM'S Mass Market

1. FOOD CHAIN CO-OP PLAN gives you special displays in major food stores.

2. THREE DAILY five-minute programs (news or musical participation) at contiguous rates, beamed to reach ideal prospects. Choice availabilities for two products now open.



3. DISTRIBUTIONAL HELP is a big extra when you advertise with WSGN. We're Birmingham's "Food Station", evidenced by the fact that we carry more retail food advertising than any other station in Alabama. If your product needs more distribution here, ask us for help.

Ask HEADLEY-REED or write

WHBS, Huntsville, can be brought in optional combination at a saving.

WSGN

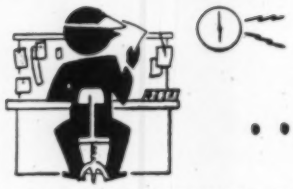
Plus WSGN-FM with 55,000 Watts

"Serving Alabama for over 25 Years"

Radio Park, Birmingham, Alabama

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

BROADCASTING TELECASTING



...at deadline

Closed Circuit

WHAT MAY BE far reaching changes in economic structure of NBC, applying new standard formula for affiliates, may emerge from preliminary discussions of network's Basic Economic Study Committee. Committee, headed by Jack W. Harris, KPRC-AM-TV Houston, who also is chairman of SPAC, includes Harry Bannister, WWJ-AM-TV Detroit; C. Robert Thompson, WBEN-AM-TV Buffalo, also SPAC member, and Harold Essex, WSJS Winston-Salem. It's presumed matter will crystallize at NBC convention at Boca Raton Nov. 28-Dec. 1.

IF SENATOR William Benton (D-Conn.) has any notions that FCC will go overboard for his plan to establish Advisory Board for Radio and Television (short title: Censorship Board), he has another think coming. FCC majority, despite qualified personal endorsement given by Chairman Coy, known to feel that plan could open up Pandora's box, since it would set up super advisory body to which FCC would have to pay obeisance without having placed upon it limitations under which Commission itself functions.

THERE'LL BE teeth aplenty in upcoming NARTB television standards of program and advertising practice if present thinking prevails. Code envisioned as effective answer to Benton plan for federal review board.

CBS ADDS its 200th station Oct. 1—WARK Hagerstown, Md., owned by Richard Eaton, operator also of WOOK Silver Spring, WSID Baltimore and WANT Richmond. Station, with $50 network rate, operates on 1490 kc with 250 watts. CBS shortly expected to announce addition of two more stations in Rocky Mountain area.

NATIONAL CARBON CO. (Prestone antifreeze), through William Esty buying six-second weather tie-ins in about 100 markets with varying dates to coincide with cold weather from Sept. through Dec. 31. In non-TV markets time period will be 6-8 a.m. and 6-11 p.m. and in TV areas, 6-8, both morning and evening.

PROPOSED CODE for sponsorship of upcoming political conventions has been submitted to Democratic and GOP national committees by radio & TV networks, preparatory to third joint meeting within next fortnight. Proposed code understood patterned after Senate Crime Committee blueprint for Congressional radio-TV coverage (story page 72). It advocates good taste in commercials, veto power by parties over sponsor-type, to allow networks to recoup costs.

NORWICH PHARMACAL CO., Norwich, N. Y. (Pepto-Bismol), through Benton & Bowles, N. Y., adding 50 radio markets to its spot announcement campaign, effective Sept. 24 for 15 weeks.

INTERNATIONAL broadcasts dealing with

(Continued on page 110)

Upcoming

Sept. 10-11: District 2 NARTB Meeting, Syracuse Hotel, Syracuse.

Sept. 13-14: District 8 NARTB Meeting, Book Cadillac Hotel, Detroit.

Sept. 14-15: District 7 Advertising Federation of America Meeting, Hotel Peabody, Memphis.

(More Upcomings on page 98)

Bulletins

PERMISSION to telecast color was given by the FCC last week to Crosley's WLWT (TV) Cincinnati and Zenith's experimental TV stations KS2XBR and KS2XBS. Both got authority to use FCC-approved CBS field sequential system, also NTSC simultaneous system. WLWT was cautioned against broadcasting NTSC system during program hours and selling time, was given experimental TV station call KQ2XBO. Crosley asked permission to telecast both systems three weeks ago to aid in making color sets in factory and also to judge public reaction [BROADCASTING • TELECASTING, Aug. 27].

A. LYNN ADDISON, 55, died of a heart attack Friday afternoon at his office in Chicago. He owned A. Lynn Addison Adv. Agency.

GOODWILL PROGRAM POLICY CLARIFICATION IS ASKED

CLARIFICATION of Goodwill stations' future program policies was asked by the FCC last week. In Sept. 6 letter to Mrs. Frances S. Richards, widow of the late G. A. Richards, FCC said it must have clarification of program policies before it can act on the transfer of KMPC Los Angeles, WJR Detroit and WGAR Cleveland to Mr. Richards' estate. Same stations are up for license renewal, pending FCC decision on result of lengthy hearing in which bias and news slanting was alleged.

It's presumed by observers that if appropriate responses are forthcoming, FCC then will consider dropping cases as moot, as recommended by hearing officer following recent death of Mr. Richards.

KLIMAN FORMING AGENCY

BERNARD M. KLIMAN, advertising director of Gruen Watch Co., Cincinnati, has formed his own agency and will resign from Gruen on or before Dec. 31, as soon as successor is found. New agency name, as well as addresses in New York and Hollywood, will be announced later.

14,670,000 SEE TRUMAN

TRENDEX estimated that audience of 14,670,000 watched President Truman open the Japanese Peace Treaty conference on Tuesday, rating the program at 50.1 percent.

Business Briefly

G.M. BUYS SKELTON ● General Motors Corp., Pontiac Division, has bought the CBS radio *Red Skelton Show* for three broadcasts Dec. 5, 12, and 19, first sale of the program under the new plan of making it available for sponsorship on a one-time-or-more basis (see story page 25). Broadcasts will advertise 1952 Pontiacs. Agency: MacManus, John & Adams, Detroit.

MARLIN NAMES NEW AGENCY ● Marlin Firearms Co., razor blade and firearm division formerly with Duane Jones and Co., has appointed the new agency Scheideler, Beck and Werner, to handle advertising.

SCHUDT, SNYDER NAMED TO MAJOR CBS POSITIONS

APPOINTMENTS of William A. Schudt Jr. as National Director of Radio Station Relations for the CBS Radio Division and of C. A. (Fritz) Snyder as National Director of Television Station Relations for the CBS Television Division announced today (Monday) by Herbert V. Akerberg, CBS vice president in charge of both divisions. With CBS since Jan. 1929, Mr. Schudt began as publicity director of WABC (now WCBS) New York, then headed CBS experimental TV operation from July 1931 to Feb. 1933, when he was made manager WBT Charlotte. In 1938 he became manager of WKRC Cincinnati and in Jan. 1940, started organizing transcription division of Columbia Records before joining CBS station relations in June 1942 as field manager, becoming successively eastern division manager and director.

Mr. Snyder spent ten years with Chrysler Corp. in various positions, followed by six years as Assistant Advertising Manager of Standard Oil Co. of New Jersey, from which he moved to J. Sterling Getchell Adv. as account executive on the Socony-Vacuum account. After a year with NBC Blue Network station relations department, he joined Biow Co. in 1944 as account executive on Bulova, and from 1947 to 1951 served as assistant to the president of Bulova Watch Co., returning in January to Biow. Several months ago he joined CBS TV Network Sales; since then he has been visiting CBS-TV affiliates in interest of sales relations.

RADIO GAINING IN TV HOMES, PULSE REPORTS

PULSE DATA for January through August of the last three years show a 41 per cent increase in nighttime radio in TV homes, WOR New York reported Friday. Radio sets-in-use among video families from 6 p.m. to midnight during the eight-month periods averaged 8.3 in 1949, 9.3 in 1950 and 11.7 in 1951. Among non-TV families Pulse found the level of radio listening also steadily rising from 32.6 sets in-use in 1949 to 40.4 this year.

OUT OF THE WILD BLUE YONDER

America strengthens her defenses and WDEL-TV dramatizes for Delawareans the needs and methods for mobilization. Programs and spot announcements point up recruiting campaigns, defense bond drives, governmental aims of all types. "Your Air Force at New Castle," a weekly program presented by the Public Relations Staff of the 113th Fighter Interceptor Wing, typifies this WDEL-TV service to its viewers, brings into sharp focus "the wild blue yonder" and the men who traverse it. Delawareans depend on their local station for such programs, look to Channel 7 for information concerning their civic responsibilities and privileges.

NBC
TV Affiliate

WDEL-TV

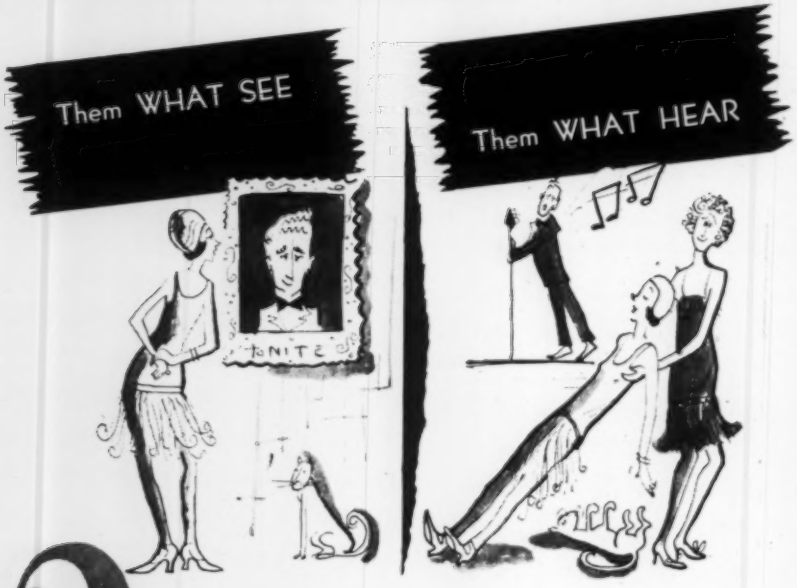
Wilmington, Delaware

A Steinman Station

WDEL AM TV FM

Represented by
ROBERT MEEKER *Associates* Chicago • San Francisco • New York • Los Angeles

DOLLAR FOR DOLLAR THE XL STATIONS DELIVER THE BIGGER MARKET



2 Markets

THE 'BIRTH OF THE SWOON' PROVES THIS . . . Yes, even in the tempestuous Twenties there were 'Them WHAT HEARD' and 'Them WHAT SAW' and we suspected even then that the listeners were in the majority . . . NOW WE KNOW THEY ARE!
In a recent, thorough investigation, Advertising Research Bureau (ARBI) interviewed scores of persons who shopped in ADVERTISED stores, LEARNED that 54.5% get their information exclusively by listening to the RADIO.

54.5% RADIO
12.3% BOTH
33.2% NEWSPAPER

LET US PROVE IT!
Clip this coupon and receive the "Proof of Putting"

The XL Stations

Please send me your Booklet on "TWO MARKETS IN THE NORTHWEST"

Name .....
Business Address .....
City ..... State .....

The XL Stations

KXL KXLY KXLF
KXLL KXLJ KXLK KXLQ

Eastern Sales Manager - Wythe Walker - New York
Western Sales Manager - Tracy Moore - Los Angeles

SERVING THE PACIFIC NORTHWEST

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* EDWIN H. JAMES, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Jo Hailey, *Makeup Editor;* Dave Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor.* STAFF: John H. Kearney, Wilson D. McCarthy, John Osbon, Allen Riley, Keith Trantow. EDITORIAL ASSISTANTS: Kathryn Ann Fisher, Pat Kowalczyk, Jean D. Statz; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Doris Orme, Jeanine Eckstein; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Doris J. Buschling, Ruth W. Davis, Jonah Gitlitz, Grace Schorm.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Gretchen Groff, William Ruchti, Liz Thackston.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

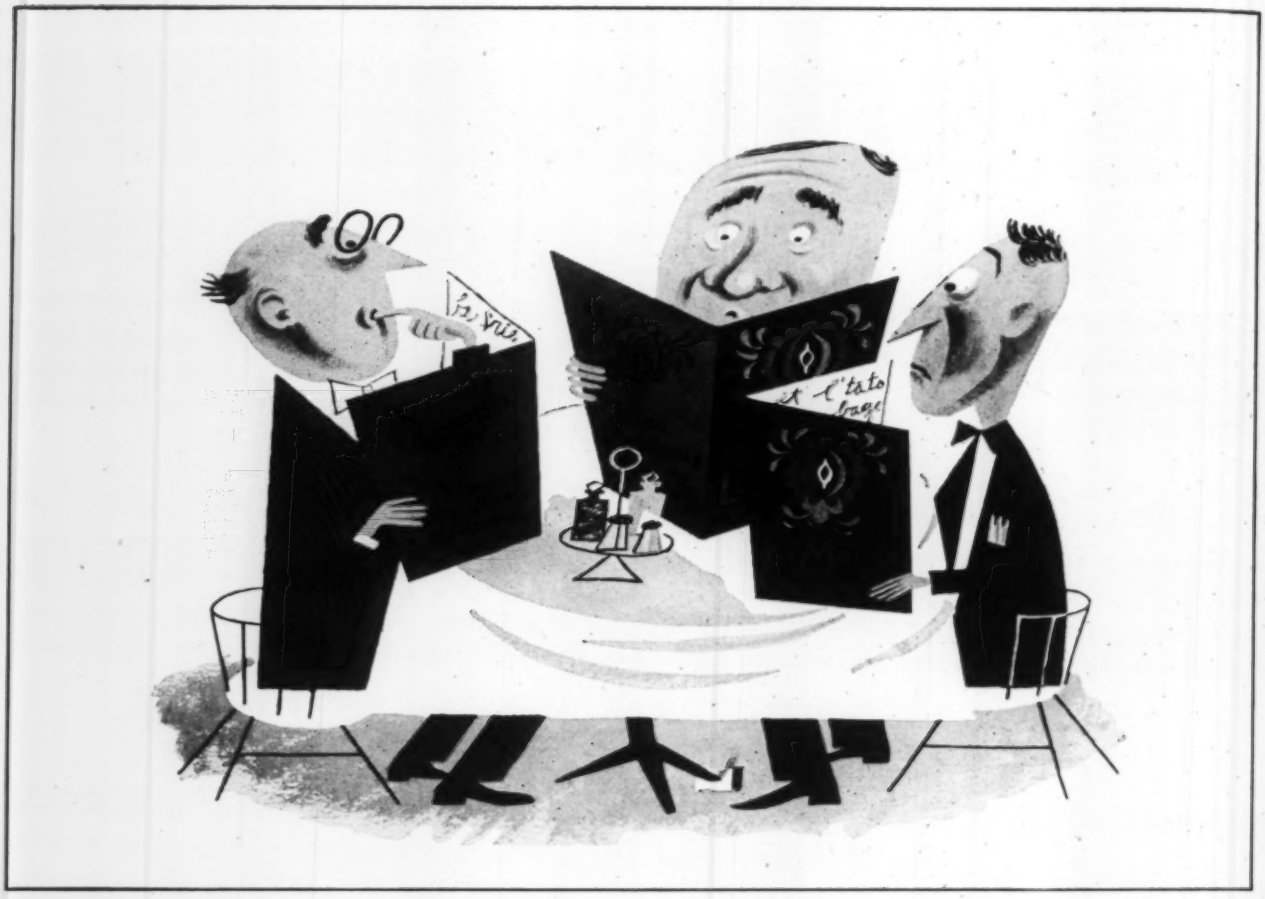
• Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

The Bolling Company was founded on the principle that it is better to serve a few, well-managed stations thoroughly than a lot of them haphazardly. This principle has paid off for The Bolling Stations! Ask them!

PEOPLE sell better



YOU WON'T SELL MUCH VICHYSSOISE . . .

Every day at approximately 12:45 pm in restaurants throughout America, about 13 million businessmen ask about 3 million waiters this question: "What's good today?" Each one of the businessmen is looking at a complete menu when he asks the question.

Waiters sell better than menus. People sell better than paper.

Now suppose you had these people selling for you:

FRED ALLEN, LOUIS ARMSTRONG, EDDY ARNOLD, CHARLES BOYER, DAVID BRIAN, EDDIE CANTOR, JACK CARSON, MINDY CARSON, IMOGENE COCA, PERRY COMO, JOAN DAVIS, JIMMY DURANTE, DOUGLAS FAIRBANKS, Jr., JOSE FERRER, ED GARDNER, PHIL HARRIS, ED HERLIHY, PORTLAND HOFFA, BOB HOPE, DEBORAH KERR, BERT

than paper

. . . UNLESS YOU USE THE HUMAN VOISE

LAHR, FRANKIE LAINE, VIVIEN LEIGH, FRANK LOVEJOY, PAUL LUKAS, DEAN MARTIN AND JERRY LEWIS, GROUCHO MARX, DOROTHY McGUIRE, LAURITZ MELCHIOR, ETHEL MERMAN, ROBERT MERRILL, RAY MIDDLETON, RUSSELL NYPE, MARGARET O'BRIEN, SIR LAURENCE OLIVIER, EDITH PIAF, EZIO PINZA, JANE POWELL, PHIL SILVERS, SONS OF THE PIONEERS, HANLEY STAFFORD, DANNY THOMAS, MARGARET TRUMAN, EVELYN VARDEN, JIMMY WALLINGTON, CLIFTON WEBB, MEREDITH WILLSON, ED WYNN

. . . and Tallulah Bankhead, dahlings.

These are the people who would sell better than paper for you on NBC's THE BIG SHOW: Sundays 6:30-8:00 pm. Cost: $12,408 per week, *time and talent*, for a quarter-hour segment. Available in 13-week cycles.

NBC Radio Network

a service of Radio Corporation of America

You Can Cover the Rich Central New York Market

with **One** **Radio Station**

BMB Nighttime Audience Families

WSYR — 214,960

Station A — 164,720

Station B — 148,340

Station C — 76,920

Station D — 68,970

WSYR ACUSE

570 KC

WSYR — AM-FM-TV — The Only Complete Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

new business

Spot . . .

QUALITY IMPORTERS Inc., N. Y. (Welch's Wine), Sept. 15 starts coast-to-coast advertising campaign. Program will include radio spots in key markets. Agency: Al Paul Lefton Co., Phila.

SILVER SKILLET BRANDS Inc., Skokie, Ill. (corned beef hash), Sept. 3 started consumer advertising campaign in Boston, Providence, Buffalo, Rochester, Syracuse, Albany, Schenectady, Richmond, Va., Norfolk, Va., Columbia, S. C., and Chicago. Radio and TV being used. Agency: Frederick Asher Inc., Chicago.

CRAWFORD CLOTHES, N. Y., to sponsor *Public Prosecutor*, Thurs., 9:30-10 p.m., and *They Stand Accused*, Sun., 10-11 p.m., both on WABD (TV) New York. Firm will also sponsor International Boxing Club (IBC) bouts, Mon., 9:50 p.m., on WOR-TV New York. Spots, disc jockey shows and newscasts will be used on WINS WMGM WQXR WLIB WMCA New York.

ASSOCIATED BULB GROWERS of HOLLAND, Toronto, starts five-minute transcribed talks on bulb culture twice weekly on 16 Canadian stations. Agency: Don H. Copeland Adv. Ltd., Toronto.

MUSTEROLE Co. of Canada, Ste. Therese, Que. (medicinal), starts late in Oct. one-minute spot announcements five times weekly on 16 Canadian stations. Agency: Erwin, Wasey of Canada, Toronto.

SCHICK (Canada), Toronto (electric razor) starts half-hour TV programs beamed to Canadian audience on Buffalo and Detroit TV stations. Agency: Harold F. Stanfield Ltd., Toronto.

SWIFT CANADIAN Co., Toronto (Pard dog food), starts spot announcements on Canadian stations in connection with Canadian International Stamp Exhibition at Toronto. Agency: J. Walter Thompson Co., Toronto.

Network . . .

KINGAN & Co. (meat products), Indianapolis, Oct. 14 starts *King Arthur Godfrey's Round Table* on CBS radio Sun., 5-5:30 p.m. Agency: Warwick & Legler, N. Y.

SEIBERLING RUBBER Co., Cleveland, sponsoring on alternate weeks, *The Amazing Mr. Malone*, Mon., 8-8:30 p.m., over ABC-TV beginning Sept. 24. Agency: Meldrum & Fewsmith Inc., Cleveland.

TONI Co., Chicago (Prom, new home permanent wave, and White Rain shampoo), to sponsor *Stop the Music* alternate Thursdays on ABC-TV, 7-7:30 p.m. (CDT) starting Nov. 1, for 52 weeks, sharing with OLD GOLD cigarettes. Agency: Foote, Cone & Belding, Chicago.

GROVE Labs., St. Louis (Fitch Shampoo), sponsoring *Live Like a Millionaire* on CBS-TV, alternate Fridays, 10-10:30 p.m. for 26 weeks, effective Sept. 21. Agency: Gardner Adv., St. Louis.

AMERICAN CHICLE Co., N. Y. (Clorets Chlorophyll Gum), effective Sept. 16 will sponsor *Rocky King, Detective* Sun., 9-9:30 p.m. on DuMont TV Network. Program is Jerry Layton Assoc. production and is directed by Dick Sandwick. It has been on DuMont as sustaining show since Jan. 7, 1950. Agency: Dancer-Fitzgerald-Sample, N. Y.

PHILIP MORRIS & Co., N. Y., Oct. 15 starts *I Love Lucy*, film program on CBS-TV, replacing *Horace Heidt Youth Opportunity*, Mon. 9-9:30 p.m. (EDT). Contract for 26 weeks. Agency: Biow Co., N. Y.

DAIRY FARMERS of Canada, Toronto (institutional), starts early in October unnamed program on 28 Trans-Canada Network stations, Mon.-Fri. 1:45-2 p.m. Agency: Reynolds Adv. Ltd., Toronto.

CANADIAN WESTINGHOUSE Co., Hamilton, Ont. (receivers and electrical appliances) starting Oct. 7 for 39 weeks renews *Canadian West-*

(Continued on page 13)

The local Advertiser knows...

...so he chooses

KTSA

AM/FM

NO. 1 OF A SERIES

Joske's of Texas

. . . Famed for the nationally accepted "Joske's Radio Clinic." This account KNOWS San Antonio and South Texas Radio. JOSKE'S buys to get RESULTS . . . that's why they apportion so large a part of their radio advertising dollar to KTSA. (10—fifteen-minute programs; 1—thirty-minute program; 1—five-minute program per week)

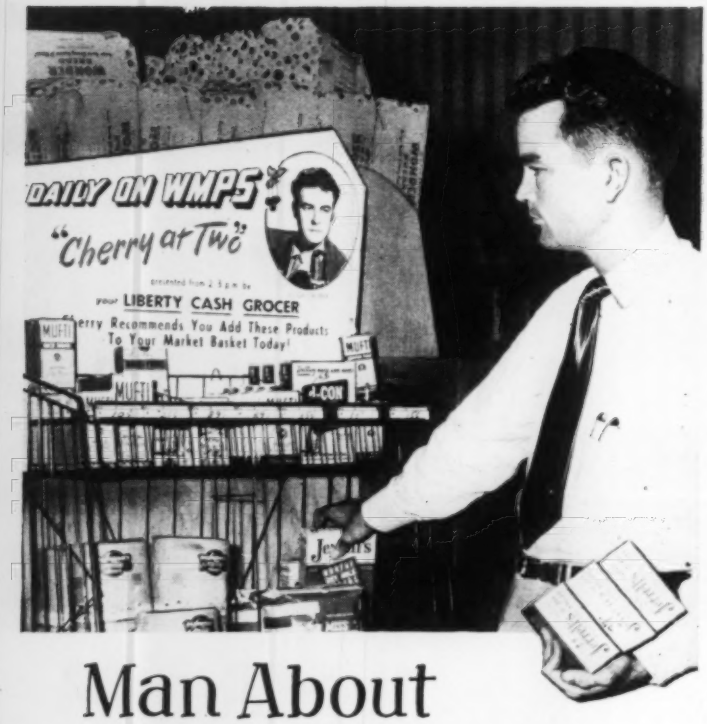
Why not follow the lead of in-the-know San Antonio advertisers . . . for results choose KTSA.

REPRESENTED NATIONALLY BY FREE and PETERS

550 KC. AM
101.5 MG. FM
CBS AFFILIATE

KTSA AM/FM

OWNED AND OPERATED BY THE EXPRESS PUBLISHING COMPANY
AVENUE E AT THIRD ST. • SAN ANTONIO 6, TEXAS



Man About Town and Country

Members of the Mid-South drug and grocery trade know Tom Wilborn as a regular caller.

Tom, full-time merchandising man for WMPS, gets around personally to solicit tie-ins with WMPS advertisers, make surveys, check stock—and even takes orders when necessary! He secures and maintains window, counter and floor displays. Tom's background and experience in the food and drug field is an ideal adjunct to your campaign.

Another instance of WMPS' merchandising cooperation with advertisers —100% service, through the point of sale!

Represented by RADIO REPRESENTATIVES, Inc.

WMPS

MEMPHIS, TENNESSEE

AMERICAN BROADCASTING COMPANY

agency

JOHN KLATT, assistant director of media McCann-Erickson Inc., Chicago, appointed manager of media department. He will continue to supervise buying of radio-TV time.

C. H. COTTINGTON, vice president in charge of radio and TV Erwin, Wasey & Co. Inc., N. Y., resigns. Mr. Cottington said that he has no immediate plans for the future.

LOU HOLZER, executive vice-president, and **VICTOR MALL,** art director Lockwood-Shackelford Adv., L. A., formed own agency under name of Holzer Co., with offices at 8743 Sunset Blvd. They are president and vice-president respectively. **MABLE FRANCES** formerly Warwick & Legler Inc., L. A., is office manager.

LARRY W. PENDLETON, head of own Los Angeles agency, to Jordan Co., that city, as account executive.

TED H. FACTOR Agency, L. A., changes name to Factor-Breyer Inc. **TED H. FACTOR** continues as president, and **DONALD A. BREYER** as executive vice-president. **ARTHUR PEARSON** is chairman of plans board.

on all accounts

WILLIAM JAMES McILVAIN was the 21st employe of the Leo Burnett & Co. when he joined it 13 years ago as a shipping clerk. Today the agency has grown to a personnel total of more than 350 people, its radio and television billing is said to be over $6 million, and William James McIlvain is eastern manager of its radio and television department.

Bill McIlvain started in the shipping department in December 1938 and was transferred to the traffic division shortly afterward where he remained until August 1941. At that time he enlisted in the Coast Guard and served in Brazil and Trinidad. His rank was that of lieutenant (j. g.). He was released in 1945 and returned to the agency as timebuyer and assistant to Bill Waddell, radio manager.

Three years later he was moved to New York as administrative assistant to Mr. Weddell to handle the growing number of eastern originated television shows of the agency. Last year he was named manager of that branch of the agency.

Under his administrative supervision, the department handles the following programs: Pillsbury Flour's sponsorship of Arthur Godfrey on CBS (Radio) and CBS-TV; Pillsbury's part of the *Kate Smith Show*, NBC-TV; Mars Candy Bar's two-day-a-week participation and Kellogg's two-day stint on *Howdy-Doody*, NBC-TV; Pure Oil's H. V. Kaltenborn on NBC (radio) and *"Who Said That?"*, NBC-TV; Green Giant County's alternate week sponsorship with Pillsbury of Art Linkletter on CBS (radio) and ABC-TV; Brown's Shoe's *Say It With Acting* on ABC-TV, Buster Brown Shoes Smilin' Ed McConnell on NBC radio and CBS-TV.

Mr. McILVAIN

Mr. McIlvain was born in Chicago on May 2, 1918, and attended Loyola Academy. For the first year out of school he worked as an office boy with the Teletype Corp. Then he joined the Burnett Agency as a shipping clerk and was on his way to his present status.

The McIlvains—she is the former Pat Murray, an ex-radio and television actress—have been married since June 1946. They have two children, Bill III, 4 years, and Regina, 1½ years. The family lives in its own home in West Nyack.

Sailing is his hobby.

beat

CHARLES H. MYERS appointed account executive J. M. Mathes Inc., N. Y. He was with Grey Adv. and Benton & Bowles.

SAUL BASS, art director Buchanan & Co., L. A., to Foote, Cone & Belding, L. A., in same capacity.

HENRI, HURST & McDONALD, Chicago, elected to membership in American Assn. of Advertising Agencies.

VanSANT, DUGDALE & Co., Baltimore, moves to new offices at 15 E. Fayette St., effective Sept. 24.

BERENICE E. CONNOR, radio-TV director Buckley Adv. Agency, Phila., to *Ladies Home Journal* on advertising and promotion staff.

MURRAY GOODWIN, copy supervisor Kenyton & Eckhardt, N. Y., named copy chief on Kaiser-Frazer account for William H. Weintraub & Co. N. Y.

GILBERT COLLINS, copywriter Warwick & Legler, N. Y., to copywriting staff William H. Weintraub & Co., N. Y.

JOSEPH MORONE, head of his own film company, to Dancer-Fitzgerald-Sample, N. Y., to take charge of production of film commercials, succeeding JOHN BATTISON, resigned. Mr. Battison has not yet revealed his future plans.

CORNELIUS W. HAUCK appointed media and research director Guenther, Brown & Berne, Cincinnati.

W. E. SIMLER, account executive Victor van der Linde Co., N. Y., sailed Sept. 4, on Gripsholm, to consult with organizing committee of 15th Olympic Games to be held in Helsinki, 1952. United States promotion for fall and spring will be discussed.

GORDON JACOBS, assistant research director Foster & Kleiser, S. F., to BBDO, same city, as account representative on Schenley account. GRAHAM BLACK to BBDO, in merchandising and account capacity.

PERRY C. LEFTWICH, advertising manager P. R. Mallory & Co., Indianapolis, to Young & Rubicam, S. F., as copywriter.

FRANKLIN C. WELCH to Honig-Cooper Co., Seattle.

New Business

(Continued from page 10)

inghouse Presents on 52 Dominion network stations, Sun. 6-6:30 p.m. Agency: S. W. Caldwell Ltd., Toronto.

Agency Appointments • • •

McCALL'S MAGAZINE appoints Cunningham & Walsh Inc., N. Y., to handle advertising. **George A. Flanagan** is account executive.

PETER FOX BREWING Co., Chicago, appoints Fletcher D. Richards Inc., Chicago, to handle advertising. Firm currently using radio and TV.

SCOTT PETERSEN & Co., Chicago, names H. W. Kastor & Sons, same city, to handle advertising for its meat products. TV will be used.

KYRON FOUNDATION, Chicago (dietary reducing aid), appoints Chicago office Simmonds & Simmonds to handle advertising. **George O'Leary** is account executive.

ENURTONE Co., Beverly Hills, Calif. (medical electronic equipment), appoints Factor-Breyer Inc., L. A., to handle advertising. National spot radio campaign planned. TV spot campaign also being considered.

CONTINENTAL ARMS Corp., N. Y. (gun importers), names Grant & Wadsworth Inc., N. Y., to handle its advertising.

DEAN ROSE STUDIOS, N. Y., names R. T. O'Connell Co., same city, to handle its radio and television advertising.

CANADA PACKERS Ltd., Toronto, appoints Cockfield, Brown & Co., Toronto, to handle all advertising except soap division.

A. V. CAUHORN Co., CAUHORN DISTRIBUTING Co., LAMINATED METALS Corp., and ELECTRIC DEODORIZER Corp., all Detroit, appoint Betteridge & Co., same city, to handle advertising. Radio and TV will be used. **Harry W. Betteridge** is account executive.

MUTUAL LIFE INSURANCE Co. of New York appoints Benton & Bowles, N. Y., to handle advertising.

By Invitation Only - - - -

ANN and BOB KEEFE

Keep WHAM's finger on a 23-County Pulse and keep 23 Counties' Ears Tuned to WHAM

It's a simple enough idea—the Keefes' "Hometown" program—but WHAM happens to be the only station doing it. And there's a moral in that for timebuyers interested in the upstate New York market of 23 prosperous counties.

At the drop of a hat—or the arrival of a postcard—the Keefes take off for any one of the area's scores of towns for a personal visit. It may be a Grange meeting here or a church supper there or a 4-H meeting somewhere else. The contact builds friendly loyalty to WHAM and the Keefes' report of their visit, broadcast a few days later, builds top listenership. Add a generous sprinkling of "favorite recipes" sent in, of play and book reviews, of strictly local club and society news—and you'll agree that "Hometown" is a perfect vehicle for your product commercials.

1:20 p.m. Daily on

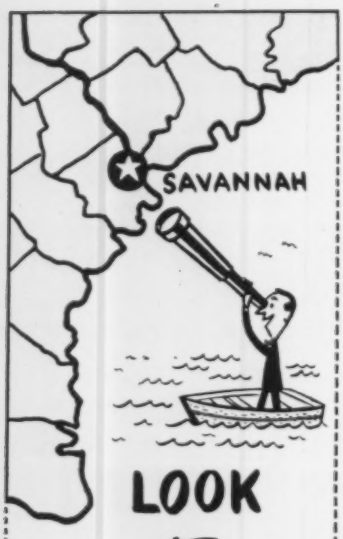
WHAM

Participations Available

The Stromberg-Carlson Station
Rochester, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE



LOOK AT $AVANNAH LOOK AT THE No.1 $TATION!

YES, WHEN YOU USE **WTOC** YOU SPELL $AVANNAH WITH A CAPITAL DOLLAR SIGN. FOR YOU ARE GETTING YOUR SHARE OF THE $190,000,000 MORE TO BE SPENT IN THE SAVANNAH MARKET THIS YEAR.

WTOC
SAVANNAH, GEORGIA
5000 W 1200 KC CBS

Represented by
The Katz Agency, Inc.

feature of the week

ALL THE TEXAS Panhandle and contiguous area knows about "Bogio," a mythical newsboy with a mythical pet dog, "Rags."

Residents of the region love Bogio and his mutt because they have heard Uncle Jay Linn of KGNC Amarillo tell the tales of these lovable characters every Sunday afternoon.

Last week KGNC joined Amarillo merchants and thousands of listeners in buying copies of a new book, *Bogio*. First 25 were bought at premium prices for the benefit of child charities. The next 1,000 were given to the famed Cal Farley's Boy's Ranch and Khiva Kentrick Fund for Crippled Children.

Fred Seale, Amarillo real estate developer and builder, is Bogio's author. Mr. Seale is setting aside 5% of the sale price of all books for child welfare agencies.

Bogio was born a score of years ago when Daddy Seale started telling stories to his own children and their neighborhood friends.

As the young audience grew up, Mr. Seale was constantly asked to put Bogio on paper. He did, but no publisher was interested. That was in the early '40's.

Some months ago Mr. Linn, KGNC farm editor, heard about Bogio and started reading the story

AMARILLO businessmen joined KGNC in helping Mr. Seale (seated, right) launch Bogio. Active in event were Dale Smiley (also seated), First National Bank vice president; Cal Farley (top, left), founder of Boy's Ranch, and Mr. Linn.

* * *

in installments on his *Lines for Living* program. The response from young and old was so enthusiastic Mr. Seale decided to publish the tale. In the book, Author Seale tells "the story of the story," giving KGNC credit for making Bogio known to thousands of listeners.

strictly business

MR. GREEN

CASUAL remark his boss made one day resulted in Harold Green's becoming advertising manager and publicity director of Detecto Scales Inc., Brooklyn. After seeing a billboard announcement that the Ford Motor Co. had won a gold medal award from the Fashion Academy, the employer mused: "I wish we could win an award like that."

Mr. Green hurried a presentation together and shortly thereafter, Detecto Scales became one of the first in its field to be a gold medal recipient. The promotion to advertising manager and publicity director followed, four months after Mr. Green had joined the company.

As advertising manager, Mr. Green is responsible for his company's now active interest in air time, and he has just finished demonstrating the effects of radio-television advertising to company executives. His first test was to channel the firm's products (scales, hampers, and matching bathroom equipment) through Prizes Inc. for give-away programs, and the results were so satisfactory that station managers were soon putting Detecto products at the top

(Continued on page 52)

OVER 1,000,000 PER DAY

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

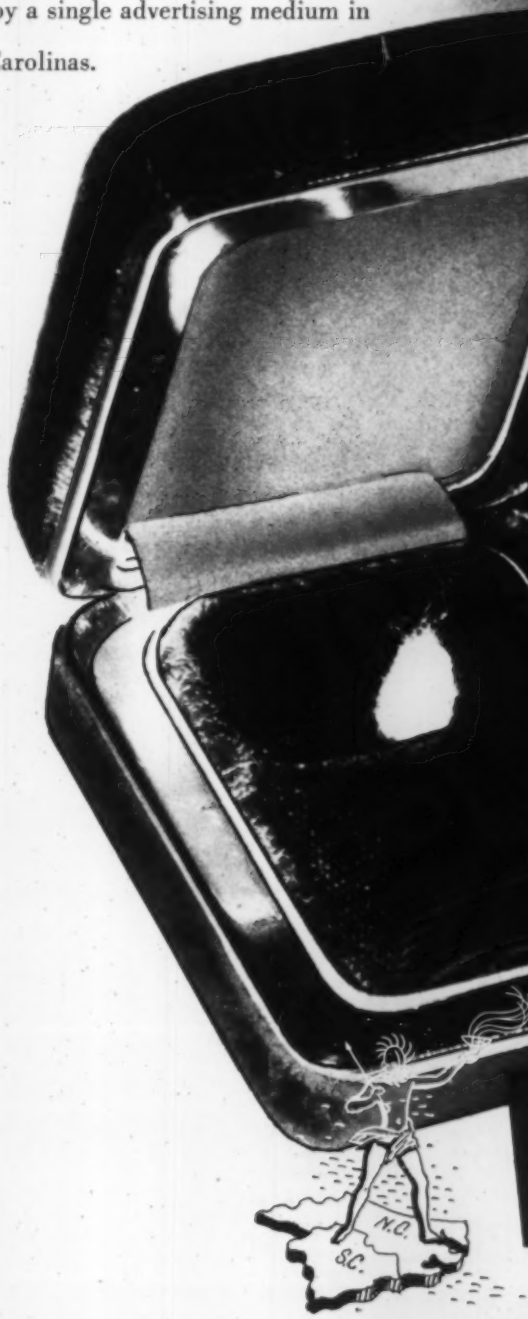
Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

FIRST in WASHINGTON
WRC

438 million dollar seed.

The cotton seed alone pays southern farmers 157 million dollars, brings southern crushers another 281 million when processed into oil, meal, hulls and linters for myriad industries. Over 11% of this income enriches Carolinians, notably WBT's 3,000,000 listeners—the largest group of your prospects reached by a single advertising medium in the two Carolinas.



WBT CHARLOTTE

COLOSSUS OF THE CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Radio Sales

they say it's a television age, BUT...

WIBC Indiana's *first* and *only* 50 KW radio station has increased its share of nighttime audiences

36.8%

No doubt about it, television has grown rapidly here in Indiana. But WIBC's share of nighttime audiences has done a heap of growing, too!

WIBC's share of this "A-time" audience shows a gain of 36.8% over the comparable period in 1950, according to the latest Hooper (Feb.-April, 1951).

By contrast, all other Indianapolis radio stations showed a drop in percentage of the nighttime audience of the Hoosier capital.

So, before you buy time or television in Indiana, investigate the solid evening lineup of good listening on WIBC . . . the only Indianapolis radio station that gives you an out-of-state "bonus" coverage.

Ask your JOHN BLAIR man for particulars on these excellent nighttime availabilities.

WIBC 1070 KC
The Friendly Voice of Indiana

WIBC, Inc. • 30 West Washington Street • Indianapolis 6, Indiana
John Blair & Company, National Representatives

In The Public Interest

Boys Go to Camp

THROUGH single-handed efforts of Ross Mulholland, KMPC Hollywood disc jockey, over $4,000 has been raised during past few months to send underprivileged boys in Southern California to camp. Devoting his morning programs to boys' cause, Mr. Mulholland has been urging listeners to subscribe all or part of cost it takes to send a boy to camp. Cost required per boy is $15. During that time over 250 boys have been able to enjoy 10-day vacations at the All Nations Boys Club Camp in San Bernardino Mts., thanks to energetic Mr. Mulholland.

* * *

Needed a Goat

AFTER being told by his doctors he had leukemia and needed goat's milk in addition to prescribed medicine, a Danville, Va., father of five children called WDVA for help after learning the only goat he could find cost $60. Station ran the item on an early morning show and telephones began to ring soon afterward offering donations. But one listener offered a goat free to the patient if he would come and get it. WDVA news editor Charles Craig drove the patient to pick up the goat, completing mission.

* * *

Blood Donations

ABC Radio today (Monday) will present a program, *Wanted—Blood*, in cooperation with the Dept. of Defense to point up acute need for contributions to the nation's blood bank. Broadcast will include statements by Defense Secretary George C. Marshall, Gen. Omar Bradley, and Gen. Matthew Ridgway.

* * *

Highway Safety

WKNE Keene, N. H., began intensive spot campaign for highway safety just prior to Labor Day weekend and will continue the drive through school openings.

* * *

Stop! Stop!

DONALD R. SHUE, former disc jockey for WGCB Red Lion, Pa., came up with an unusual promotion stunt that raised money for a local girl ill with multiple sclerosis. At a block party sponsored by a rescue fire company in York, Pa., Mr. Shue had recordings played over and over. They could be taken off the turntable only when a specified number of donations was reached. Mr. Shue now has his own free-lance agency in York.

Aids Red Cross

WYVE Wytheville, Va., brought the Red Cross much publicity when the station broadcast proceedings during a blood bank donation Aug. 22 of Miss Francis Poe, WYVE account executive. Microphone was handled by Sid Tear, WYVE commercial manager, who has been appointed recruitment chairman for the Wythe County Red Cross Bloodmobile. Ronnie Lindamood, WYVE engineer, assisted at donation broadcast.

* * *

Comfort for Stricken Child

CKY Winnipeg learned little Barbara Desjarlais was stricken with rheumatic fever and at Winnipeg General Hospital. Her parents could not afford any toys for her and CKY news editor George Hellman mentioned it on the air. In a matter of hours over 200 dolls and other playthings had been sent to CKY. A local taxi company delivered them to the hospital as its good deed.

POLICE CLAIM HIT
WSAZ Defends News Report

CRITICISM by the local chief of police charging that WSAZ Huntington, W. Va., contributed partly to congested traffic conditions by reporting a series of motor accidents drew an unequivocal reply from Program Director Ted Eiland on the subject of station responsibilities.

Police Chief Lon Whitten had censured the station for airing a bulletin, with the "net result that we had to dispatch badly-needed traffic men to attempt to handle the abnormal traffic." The local newspaper and AP radio wire carried the chief's remarks along with Mr. Eiland's reply, prompted in part by a similar incident with the fire department in recent weeks.

Mr. Eiland pointed out that a station "has not only the right and privilege but also the duty to broadcast news, the origin of which is not controlled by any individual or organization." Moreover, individual stations must exercise their own judgment as to news value. WSAZ would have been "derelict in its duties," he added, if it had refrained from airing the bulletin.

The WSAZ program director disclaimed any suggestion that the station was any more responsible for converging spectators than motorcycle sirens and cruisers. Furthermore, he noted, the announcement expressly urged people "not to go to the scene of the accident."

Put Me In, Coach

Little Johnny wants to play, all right, but the coach knows it takes strong, skilled players to win—just as broadcasters know they need stirring band music to put over their fall sports programs. At the first kick-off of the season, stations covering games from Central High to Notre Dame will be scoring with band numbers from the SESAC Transcribed Library.

PUT IN THE POWERFUL

SESAC Transcribed Library

with the big Series B

BAND MUSIC

COLLEGE MARCHES *NOVELTIES*
MILITARY MARCHES *CONCERT NUMBERS*

All-American Band **National Symphonic Band**

The Band Series is only one of the stalwarts on the solid SESAC line which stars American Folk, Concert, Hawaiian, Novelty, Religious, and Latin-American Music. And here's SESAC's All American backfield—across-the-board scripts, program notes, classified and alphabetical indexes, and a catalog of 1,200 Bridges, Moods and Themes.

With 4,000 brilliant numbers, the SESAC team will win again and again for you. And it costs as little as $40 a month (based on advertising rates).

SESAC, INC.

475 FIFTH AVENUE NEW YORK 17, NEW YORK

open mike

Insurance in the Morning

EDITOR:

I am writing to ask your permission to reprint, in a semi-confidential house organ, *News Notes*, the entire heading and the first three paragraphs of the "AM In The A.M." piece in the August 27 issue of BROADCASTING. I will, of course, credit the reprint as coming from BROADCASTING • TELECASTING.

This company has recently had Norman Brokenshire record a series of stories which we are strongly urging our agents to broadcast to the woman audience in the morning. It is for the purpose of adding weight to our argument that I would like to use the introduction of your article.

Robert K. Maynard
Lawyers Title Insurance Corp.
Richmond, Va.

[Editor's Note: Permission granted.]

100,000+ in Fayette

EDITOR:

Have just been examining the 1951 MARKETBOOK, and it's a fine job, as usual.

I note, however, that your source for 1950 population figures on the county-by-county listing was the Bureau of Census preliminary or advanced reports which doubtless accounts for your Fayette County listing of 98,506 on page 70 of the MARKETBOOK. We got over the very important 100,000 mark in the final census figures. I was able to get the final U. S. Bureau of Census figure, which was 100,746, back in April and, of course, was sorry to see in the MARKETBOOK that you hadn't used this figure.

That 100,000 plus would look mighty good (at least to us) on page 70. . . .

J. E. Willis
Gen. Mgr.
WLAP-AM-FM Lexington, Ky.

[EDITOR'S NOTE: At the time the MARKETBOOK went to press, the only full set of population figures available were those the MARKETBOOK used. For some special requests, like Mr. Willis', the Census Bureau was able to provide final figures on an individual basis.]

Slogans in Steubenville

EDITOR:

. . . Since BROADCASTING has reported the slogan, "Wherever you go, there's radio," [see Editor's Note] we have adopted that slogan and are using it at least twice each hour on station breaks.

We are continuing our "extra sets" spot announcement campaign stressing the desirability of buying portables or table model sets for use in the home. During the summer months we have been reminding our listeners that they should take along a portable on all family outings. Now we're stressing extra sets for fall listening by various members of the family in their own rooms. For Christmas we plan a series of announcements on radios as suitable gifts. . . .

Frank E. Shaffer
Gen. Mgr.
WEIR Steubenville, Ohio

[EDITOR'S NOTE: The slogan was coined by World Broadcasting System for a sell-radio promotion campaign [BROADCASTING • TELECASTING, Aug. 27].]

* * *

One Man Band

EDITOR:

I appreciate your article about Morning Men ["AM in the A.M." Aug. 27] but what about us little M.M. on 1,000-w indies. . . . My morning begins at 5:30 a.m. with *Rise and Shine* from 5:30 to 7. . . . From 7:15 to 8 *Jay's Coffee Time* runs . . . with yours truly running telephone dedications and requests. . . .

At 8 a.m. I drag my weary bones home to sleep for a few hours. 1:30 to 2:30 p.m. is graced with *Wax Train* and me. . . . Surprisingly enough this morning man is sports editor, with a 15 minute broadcast to close the station. Before this I have a great time with a 15-minute *Telephone Quiz* on which I sing and give away money. . . .

Jay Roberts
WIAM Williamston, N. C.

* * *

Old Story

EDITOR:

It would be interesting and profitable if all radio stations who have been "taken" by agencies offering P.I. deals would organize for mutual benefit and crying sessions. KNOR is two years old and we have been initiated into the "sorry, we cannot pay you" fraternity . . .

We have been initiated and do not care to pay further fees in the way of free radio time for P.I.

KNOR will be glad to issue membership cards to the "We Have Been Taken" club. The call letters are WHBT.

William S. Morgan
General Manager
KNOR Norman, Okla.

central New York's
ONLY WOMEN'S PROGRAM
is on WAGE SYRACUSE, N. Y.
620 WAGE

Joan Lorry's
MUSICAL NOTEBOOK
2 to 3 p. m.
Monday thru Friday

Was it needed? 8 program and spot sales before it went on the air. Mail two weeks before the debut based on a columnist's prediction that "WAGE HAS JOAN LORRY." Joan expertly covers fashions, homemaking notes, newsy hints to shoppers, budget-buying, gardening, hostess suggestions, gift possibilities. She sings and Central New York women and sponsors sing along with her. She has everyone waiting for her "serviceman's mail" feature: and the response to "sentimental song contest" is the most gratifying we've ever had. It's a vibrant show for listeners who find a long-felt need satisfied in the grand, new JOAN LORRY radio show.

GET THE DETAILS FROM YOUR
O. L. TAYLOR-Man.

Headlines are being made at WAGE, Syracuse, N.Y.

IOWA. State in the Middle West
the United States. * * * Large capi-
talist farms provide the basic produc-
tion. All farmers are in great debt to
the banks, and farmers' debts, even in
the case of full owners, are more than
50 per cent of the value of the farms
ALASKA. Under an agree
Soviet Encyclopedia—A to A
first three volumes reveal the great difficulties
making all knowledge fit the Communist party line.
By HARRY SCHWARTZ
"ABSTRACT ART. One of the reflections of the reactionary ideology of the imperialist bourgeoisie, primarily the Americans, directed against realistic and democratic traditions in art.
"AVIATION RECORDS. The highest marks attained by flying machines for speed, height, distance and duration of flight. * * * On July 1, 1949, the U. S. S. R. stood in first place among the chief holders of aviation records.
"AVIATION. The Great Russian people contributed the leading elements in the history of world aviation. Russia is the birthplace of the aerostat, helicopter and airplane, the motherland of aerodynamics. * * * The complex problem [of flying] was solved by the Russian builder and inventor A. F. Mozhaisky, who built the world's first airplane.
"AUTOMOBILE TRANSPORT. In capitalist countries the development of automobile transport is hindered by the oppressive railroad monopolies and the growing impoverishment of the workers. Automobile transport of capitalist countries, particularly the United States, is performed by passenger cars individually owned by the propertied parts of the population.
"AGGRESSION. The basic method of the foreign policies of imperialist states, the method of forcible redivision of the world.
"ADLER, ALFRED. Reactionary Viennese idealistic psychopathologist, a student of Freud. * * * Adler's psycho-
"IOWA. State in the Middle West of the United States. * * * Large capitalist farms provide the basic production. All farmers are in great debt to the banks, and farmers' debts, even in the case of full owners, are more than 50 per cent of the value of the farms.
"ALASKA. Under an agreement
HARRY SCHWARTZ of The Times staff
New York Times—Aug. 5, 1951

To an ad man who may have acquired the wrong impression from a casual reading of the Official Soviet Encyclopedia (Vols. A to A)

If you're wondering how the hell we can segue into our WMTsong from that, don't forget this: In Russian, Iowa comes under "A"—which is perfectly okay with us. It's the following stuff in the new Soviet Encyclopedia which makes us reach for the mono-sodium glutamate.

"Iowa. State in the Middle West of the United States." So far Mr. Dzugashvili is telling the pravda; we're as middle U. S. West as you can get. "Large capitalist farms provide the basic production." Hmmmmm, right as far as it goes. But, of Iowa's $4 billion annual income, half comes from industry. We got *balance*, which is more than we can say for some people.

"All farmers are in great debt to the banks, and the farmers' debts, even in the case of full owners, are more than 50% of the value of the farms." Why, those j-rks! Black is white and white is Red and we'll eat *Vols. A to A* in the Politburo's window if that figure is more than 7%. Our poor banker-ridden farmers gross $768 a month from the average 160-acre farm. (Iowa land, part of the Louisiana Purchase, cost the U. S. 4¢ an acre. The land was *purchased*, not liberated.) Furthermore, our poor capitalist farmers have electricity (over 95%), tractors (1.1 per farm), and telephones (over 90%), all, of course, invented by Russians.

97% of Iowans have radios, made with tuning dials instead of the 1-station Soviet-style. They have a constitutional right to not listen to WMT, which few exercise.

WMT
CEDAR RAPIDS

5000 WATTS
600 KC
BASIC CBS RADIO NETWORK

REPRESENTED NATIONALLY
BY THE KATZ AGENCY

Don Lee's audiences are

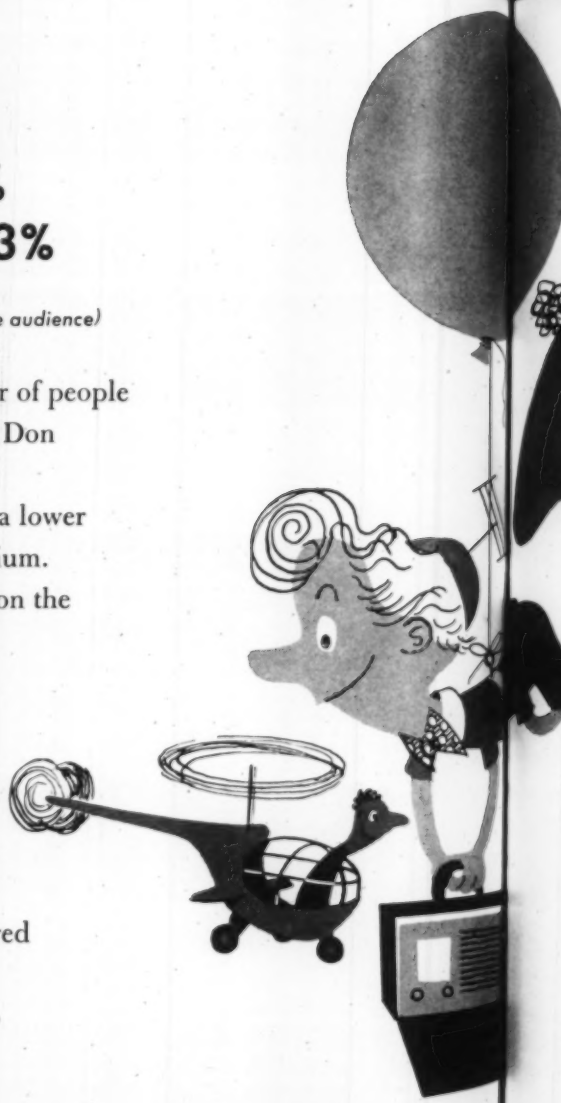
Daytime audience up 16.3%
Nighttime audience up 22.3%

(According to Nielson, 1st half 1951 vs. 1st half 1949, full network average audience)

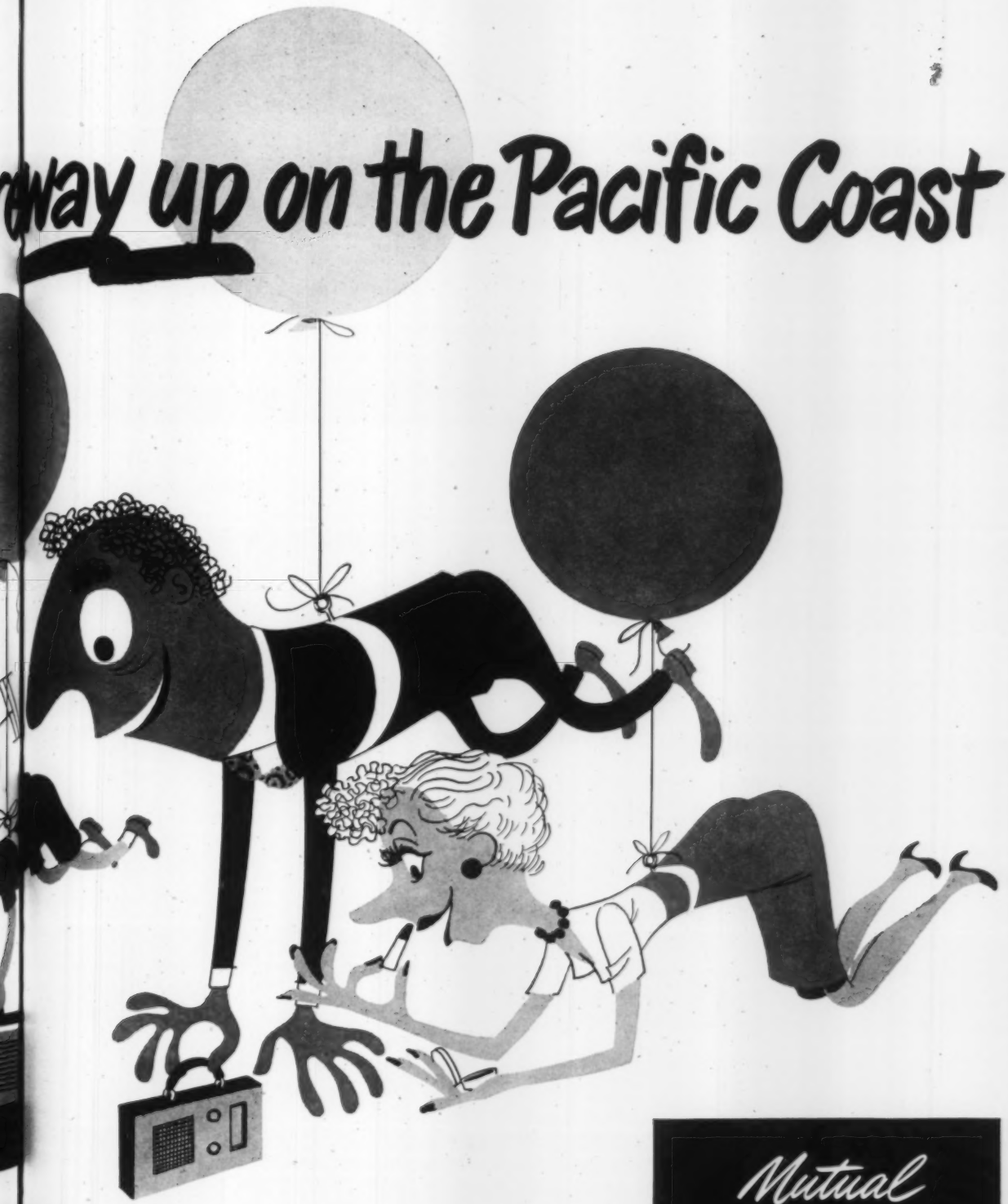
If you want to sell your product to the maximum number of people on the Pacific Coast, Don Lee is the best medium to use. Don Lee can deliver your sales message to more Pacific Coast people through their own local major selling medium at a lower cost per sales impression than any other advertising medium.

Don Lee offers more per sales dollar than *anyone* else on the Pacific Coast because Don Lee broadcasts your message *locally* from 45 network stations in 45 important Pacific Coast markets with all the local selling influence and prestige that you need to do a real selling job in each local market...where your sales are actually made.

Don Lee is the only selling medium actually designed to sell consistently to all the Pacific Coast. That's why Don Lee consistently broadcasts more regionally sponsored advertising than any other network on the Pacific Coast. Don Lee delivers *more* and *better* and the advertisers who sell the Pacific Coast know it.



...way up on the Pacific Coast



The Nation's Greatest Regional Network

WILLET H. BROWN, *President* • WARD D. INGRIM, *Executive Vice-President*
NORMAN BOGGS, *Vice-President in Charge of Sales*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA
Represented Nationally by JOHN BLAIR & COMPANY

Mutual
DON LEE
BROADCASTING SYSTEM

You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

BROADCASTING
TELECASTING

Vol. 41, No. 11 WASHINGTON, D. C., SEPTEMBER 10, 1951 $7.00 A YEAR—25c A COPY

ANA LOBS ANOTHER ROCK AT RADIO

Cites TV Effect

ONCE MORE ASSUMING that only a negligible number of television set owners listen to radio between the hours of 6 and 11 p.m., the Radio & Television Committee of the Assn. of National Advertisers last week issued the third section of a continuing series of studies on the "Impact of Television on Radio Listening."

The report contends that there have been further inroads by television on the nighttime radio audiences and bases this finding on the fact that more TV sets have been sold in every video market.

Timing of the report was regarded as surprising by Paul W. Morency, vice president and general manager of WTIC Hartford and chairman of the Affiliates Committee appointed at the NARTB convention to try to avert a general breakdown in radio rates [BROADCASTING • TELECASTING, April 23].

Mr. Morency, together with Clair McCollough, WGAL Lancaster, Pa., and Edgar Kobak, WTWA Thomson, Ga., had reported feeling that progress had been made at their first meeting with a similar ANA group composed of ANA President Paul B. West, M. L. McElroy, ANA vice president and research director, and Walter P. Lantz, of Bristol-Myers Co.

Second Session Delayed

For six or eight weeks, Mr. Morency said, he has been trying to arrange a second meeting but the summer vacation season and Mr. West's European trip had delayed such a conference.

As to the report itself, Mr. Morency said he would make no comment until it had been analyzed by research experts.

Network and station executives had little comment to make on the report until they had time to study its figures further. BAB President William B. Ryan charged it was an attempt to influence buyers and sellers of advertising by means of incomplete and superficial study of media problems.

Less sensational than its predecessors—"Radio Time Values" and "Radio Time Values—Supplement No. 1" [BROADCASTING • TELECASTING, March 19, 1951; July 30, 24, 1950], which suggested that in light of the encroachments of television CBS and NBC should make substantial reductions in their evening AM network rates—roughly 15% in the summer of 1950, 19% last spring—this third ANA report omits cost data. Reason for the omission, ANA says rather smugly, is that "recent cost adjustments make the same type of computation impractical."

ANA has consistently maintained that as an association of the buyers of advertising media it should not and does not attempt to dictate to those media what rates they should charge. The ANA position was officially and ably expressed last week by President West.

Commenting on the series of reports on TV's effect on radio listening, Mr. West said: "Today advertisers and the radio medium owners have the responsibility of studying the changing of evening radio listening caused by the growth of television. The sole purpose is to help get established basic facts to enable all concerned to better evaluate the medium."

Neither does the new report carry

(Continued on page 24)

BENTON'S INNING

Proponents Hail His Plan

By EDWIN H. JAMES

SEN. WILLIAM BENTON (D-Conn.) and half a dozen handpicked witnesses last week did their level best to prove that the Senator's proposed National Citizens Advisory Board for Radio and Television would not inject censorship into federal regulation of broadcasting.

The Senator and his supporting witnesses testified before Senate subcommittee hearings on Mr. Benton's proposed legislation to limit television station licenses to one year, require the FCC to encourage subscription broadcasting and establish the citizens advisory board to "advise" the FCC in "fostering a national policy on broadcasting."

The testimony added up to these charges:

● Commercial radio broadcasters have done an inadequate job of educational and public service programming.

● Television broadcasters have done no better than their radio colleagues.

● There is little hope that as matters now stand the commercial broadcasting record on such programming will be improved.

The cure-alls advocated by the witnesses:

● Reservation of television channels (perhaps more than the FCC proposes to keep on ice) for educational purposes.

● Requirement that commercial broadcasters devote stated percentages of time to educational and public service programs.

● Creation by Congress of a National Citizens Advisory Board of 11 members appointed by the President and attached to the FCC.

The question of how such a board could exercise wide influence over broadcasting without also exercising powers of censorship was the

(Continued on page 108)

THE FIGHT to remake the U.S. broadcasting system more to the liking of educators, labor unions and Sen. Benton was intensified on two fronts last week:

BEFORE CONGRESS where Sen. Benton and supporting witnesses urged a Senate subcommittee to approve the Benton plan for a National Citizens Advisory Board for Radio and Television (see this page); and

BEFORE THE FCC which received a flood of comments from groups favoring reservation of TV channels for education (see page 84).

BUT INDUSTRY GOT IN SOME LICKS. A sizzling resolution opposing the Benton legislation was passed by the NARTB TV Board (see page 77). And Sen. McFarland, chairman of the subcommittee that heard Sen. Benton and friends last week, promised the industry plenty of time to state its case when hearings are resumed, probably after the anticipated Senate recess.

SENS. CAPEHART • • • • • McFARLAND • • • • • • • HUNT • • • • • • and BENTON

Should Congress Create a High-Powered Board to Put the Finger on Broadcasting?

ANA's Third Refrain . . . . . AN EDITORIAL

THERE'S A modicum of restraint in the third report of the Radio & Television Committee of the Assn. of National Advertisers on what it calls the "Impact of Television on Radio Listening."

But the report, released last week without the fanfare or tumult that accompanied its predecessors, is nevertheless a bad report for radio as a competitive advertising medium. It is another thrust in the campaign of the buyers of national advertising, through their trade association, to beat down radio rates. This is so, despite the fact that the document studiously avoids mention of rates *per se*. "Recent cost adjustments," it says, "make the same type of computation impractical."

Certainly television has made inroads into radio listening. It has made inroads into newspaper and magazine reading too. We can't comprehend why the ANA committee persists in making radio its only target. There's no compulsion in the buying of advertising. If the advertiser gets results at reasonable cost he uses the medium; otherwise he drops it.

The great fallacy in the ANA committee approach is that it concludes that when a television set is installed in a radio home, radio listening goes out the window. Yet it will accept the mere delivery of a newspaper or magazine to a home as proof of avid readership of every page seemingly by everyone in the household. And the printed media no longer use the yardstick of circulation as the exclusive advertising cost base. The new formula includes cost of operation, and a surcharge thereon, to assure profitable operation.

Isn't ANA venturing into legally forbidden area in its unremitting onslaught? NARTB board chairman Justin Miller, a distinguished jurist, last April, described advertising pressure that led to the network rate reductions as a "boycott by a combination in restraint of trade." Relying upon his years of servitude as a Federal jurist, Judge Miller said unequivocally that there were indications of anti-trust violations in the "conspiracy" among national advertisers to force down radio rates.

We hope this issue will never have to go to the courts. But there may be some broadcaster, somewhere, who feels that he is aggrieved and irreparably injured. The average broadcaster is a small business man. The average national advertiser is not. There are laws to protect the small business man and there are committees in Congress and in Government dedicated to his protection.

We have no doubt that a number of the individual ANA members may well be pondering this very point. Certainly they cannot afford to ignore the legal judgment of a jurist of Judge Miller's stature. There may be in this more restrained "Third Report" the portents of a sloughing off of this campaign of rate attrition. But broadcasters cannot afford to ignore it. Nor telecasters in the days ahead because television is going to be subjected to the same sort of pinpoint "researching" that has caused radio anguish. The printed media have blithely romped along with proof only of their circulation.

The advertiser cannot name a single service or material that does not cost him more than it did a few years ago. Why should he expect radio, with increased overhead in every bracket, to be the exception? Radio, like all other pursuits, should set its own rates. It is still demonstrably the best buy. If it isn't a good value, the advertiser won't buy it.

ANA Lobs Rock

(Continued from page 23)

forward the figures from A. C. Neilsen Co. which, as analyzed in the previous ANA reports, had shown a "decline of about 1½% per month in the audience ratings of evening programs" and a drop-off also in the number of homes using radio. "Nielsen's offer to permit publication of up-to-date information in this report," the committee explains, "was on a financial basis which precluded its acceptance."

Claims Corresponding Decline

However, the report notes, "the rate of decline necessarily is associated with the increase in the number of television sets owned," and it cites NBC estimated showing an increase of 3,903,000 TV sets between Oct. 1, 1950 and April 1, 1951, "much larger than in any previous six-month period."

Recalling that Nielsen data for December 1949 and November 1950 used in the earlier studies "indicated that there was about 82% less radio listening in television homes than in non-television homes between 7 and 11 p.m.," the committee states: "In the absence of a comparable figure for a more recent month, it is assumed that radio listening in television homes continues to approach near-elimination during the evening hours."

Report cites Hooper figures for 36 TV cities showing increases in the TV share of the total broadcast audience from March-April 1950 to March-April 1951, with TV accounting for more than half of the evening audiences in 24 of the 36 cities and ranging from a low of 25.3% in Tulsa to 74.7% in Philadelphia. Committee notes, however, that the TV audience "is obtained partly from additions to the total broadcast audience as well as from diversion of former radio listeners."

Also included in the committee report are tables showing the ratio of TV homes to radio homes covered by radio stations in TV cities for both NBC and CBS radio affiliates. TV homes within a 60-mile radius of each city, as estimated by NBC for Oct. 1, 1951, are contrasted with the number of radio homes each network affiliate reported it covers and the resultant figures turned into percentages by ANA. NBC list shows the TV per-

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Drawn for BROADCASTING • TELECASTING by Sid Hix

"I refuse to testify while there's a microphone present!"

[Editor's Note: The third ANA report, like the two previous reports in the series, assumes for statistical purposes that only a negligible number of television set owners *ever* listen to radio between 6 and 11 p.m. The obvious fallacy of this reasoning has been pointed out repeatedly by this journal. The following table included in the ANA report is typical because it includes in the "TV Share of Audience" every family that owns any type of TV set.]

TABLE I

TOTAL SETS IN USE AND TV SHARE OF AUDIENCE IN TELEVISION CITIES AVERAGE, EVENING HOURS,* SUNDAY THROUGH SATURDAY

Source: TV-Home Hooperatings (City by City)

City	Sets-in-Use (Radio plus TV) Mar.-Apr. '48	Mar.-Apr. '50	Mar.-Apr. '51	TV Share of Audience Mar.-Apr. '50	Mar.-Apr. '51
Philadelphia	28.9%	41.9	47.3	52.1	74.7
Prov.-Pawtucket	33.0	35.2	42.3	42.3	73.2x
Baltimore	31.5	40.8	45.1	54.1	72.1
New York	35.8	39.4	45.2	52.3	72.0
Detroit	31.8	39.8	43.0	42.0	71.2x
Dayton	33.5	40.4	47.8	44.8	69.7
Chicago	29.6	40.6	47.5	46.7	68.4
Buffalo	35.5	44.4	54.0	42.6	68.2
Cincinnati	33.6	41.3	48.0	42.7	67.3
Cleveland	36.6	43.5	49.3	39.8	66.7
Columbus, Ohio	34.0	40.8	45.4	43.0	66.0
Milwaukee	36.7	45.3	49.5	39.7	65.2
Toledo	29.8	36.0	43.3	38.9	65.0
Washington	31.8	37.9	41.8	51.9	64.8
Boston	34.7	39.2	45.7	44.7	64.5
Syracuse	35.9	40.4	48.5	26.2	63.5
Los Angeles	33.8	39.2	44.7	42.8	59.4x
Rochester	38.2	40.8	46.3	30.1	58.3
Pittsburgh	33.5	39.2	46.0	26.7	58.3
Louisville	35.2	31.1	43.0	18.4	57.7
Atlanta	31.5	36.6	38.0	33.1	56.5
St. Louis	34.8	38.7	45.6	28.9	53.0
Indianapolis	37.9	†	43.2	11.8	51.9
Minneapolis-St. Paul	36.5	41.9	49.1	20.8	51.5
Kansas City	†	36.2	44.5	11.6	49.5
Memphis	32.2	33.6	42.7	22.1	48.5
San Diego	37.3	33.3	40.5	18.0	46.5
Salt Lake City	36.0	35.5	43.0	13.4	40.6
Fort Worth-Dallas	30.5	29.7	33.0	20.4	39.8
San Antonio	28.5	32.3	37.8	14.0	39.2
San Fran.-Oakland	35.1	33.8	36.6	10.8	35.6
Houston	30.4	28.5	32.5	10.8	35.5
New Orleans	†	34.9	40.1	14.9	35.2x
Jacksonville	30.7	30.5	33.1	8.5	35.2
Oklahoma City	31.0	31.6	36.9	10.8	31.4
Tulsa	34.6	†	35.3	8.2	25.3
	Apr. 1, '48	Apr. 1, '50	Apr. 1, '51	Apr. 1, '50	Apr. 1, '51
Number of TV sets in U. S. (NBC est. in thousands)	286	5,343	12,172	5,343	12,172

* From 6 p.m. to 11 p.m., or to end of survey time, if earlier. Surveys ended no earlier than 10 p.m. in any city for any period.
† Not available.
x April, 1951 only.

RADIO SILENCE

Temporary Use Planned

RADIO SILENCE in case of an enemy air attack will be invoked temporarily pending organization of the deception project first announced by the FCC and U.S. Air Force in Washington last March [BROADCASTING • TELECASTING, April 2], according to FCC instructions sent to all AM, FM and TV stations.

The instructions, which emphasize the preliminary nature of the radio silence directive, detail how this is to be accomplished.

The request for cooperation by all broadcast stations also is emphatic that there will be no practice alerts. When stations receive the word to go off the air, it will be the real thing.

FCC now has two engineers in the field working up combinations of radio stations to operate on common frequencies using a unique synchronization-pulsation formula upon receiving an Air Defense Command "alert" notice [BROADCASTING • TELECASTING, April 23].

Plan Disclosed Earlier

The plan was first broached at a top-level management meeting in Washington's Departmental Auditorium in March and was repeated at the NARTB convention the next month.

Some complaints were registered at the time of the Washington meeting at having busy broadcasters brought to Washington to hear preliminary plans. Objectors felt the whole idea could have been relayed to stations by mail, with the technicalities described to Washington attorneys and consulting engineers for dissemination to their clients.

The plan to keep radio stations on the air during an air attack should be worked out within three months, informed sources say. Until then radio silence apparently is the only method to prevent raiders from homing on vital U.S. targets.

There are still no plans for anything but shut-downs for FM and TV stations during an air attack, as far as can be learned. FCC and Air Force officials at the March meeting expressed hope that some method could be evolved to permit FM and TV stations to remain on the air. But so far nothing has been developed.

Meanwhile, amendment of Sec. 606 (c) of the Communications Act remains pending before the House Interstate & Foreign Commerce Committee. Consideration of the Senate-passed amendment (S 537) will be resumed when the House committee returns Sept. 12 after the current House recess [BROADCASTING • TELECASTING, Sept. 3].

The amendment would include non-broadcast electromagnetic radiating devices in addition to broadcast stations in the section.

The section as now written gives the President power to shut down or control broadcast stations in the event of an emergency.

One aspect of the House committee's consideration is an endeavor to make more severe the penalties for failure to comply with a Presidential proclamation.

DRUG ADS

Bills May Hurt, Is Claim

POSSIBLE impact on advertising by pending drug legislation was outlined to radio, TV and newspaper representatives in New York last week by the Proprietary Assn.

Meeting at the Hotel Biltmore on Wednesday, the media men were told by Ben Duffy, president of BBDO and chairman of the session, that certain pending drug legislation if passed in its proposed form might "kill an industry which spends over $75 million in advertising annually."

The original and primary purpose of the bill was to clarify the problem confronting retail druggists in refilling prescriptions. The Durham Bill (H R 3298) was adopted by the House with several amendments. The great majority of interested parties fully approved the bill in its amended form which curbs a delegation of power sought by the Federal Security Administrator, the group was told.

Humphrey Bill

The Humphrey Bill, a similar bill now before the House Labor and Public Welfare Committee, covers adequately the prescription problem, it was explained. But the Humphrey Bill also incorporates a paragraph which in effect grants the Federal Security Administrator the right to determine which drugs may be sold and, if permitted to be sold, whether or not these drugs shall be sold "over the counter" or upon "prescription only."

The Proprietary Assn. feels this is an "unwarranted and unjustifiable delegation of power to an administrative agency and is bound to set an unwholesome precedent. It would be another step toward whittling down freedom to enterprise, and would move toward socialization of pharmacy."

The health subcommittee of the Committee on Labor and Public Welfare will hold an open hearing on the Humphrey Bill on Sept. 11.

Mail Pouch Buys

MAIL Pouch Tobacco Co., Wheeling, W. Va. (Kentucky Club Tobacco) has purchased RCA's syndicated radio program, *Touchdown Tips* with *Sam Hayes* for use in 20 major, midwestern markets. Program begins its tenth season as a transcribed feature with preview Sept. 7 and first regular broadcast Sept. 14 on some 150 stations. Agency: Charles W. Hoyt Co. Inc., New York.

FM POLICY GROUP

Craig Again Chairman

RTMA's FM Policy Committee for the ensuing year again will be headed by John W. Craig of the Crosley Div., Avco Mfg. Corp.

Other members appointed by Robert C. Sprague (Sprague Electric), chairman of the RTMA board, were: H. C. Bonfig, Zenith; J. B. Elliott, RCA-Victor; Larry F. Hardy, Philco; H. L. Hoffman, Hoffman Radio; and E. H. Vogel, General Electric. Ex-officio members are W. R. G. Baker, General Electric and Mr. Sprague.

CBS ONE-TIME PLAN

Arouses Mixed Reactions

ANNOUNCEMENT that CBS was offering a big-time nighttime radio program for sponsorship on a one-time basis—a radio first in a day when only TV is supposedly in a position to make such records [CLOSED CIRCUIT, Sept. 3]—was met with neither all-out approval nor determined opposition.

"It's a good trick if they can do it," seems to sum up the immediate reaction of New York advertising circles.

What CBS announced was that, beginning Oct. 3, "the regular CBS Radio *Red Skelton Show* will be available for a single week's sponsorship for $23,500 in cities accounting for more than 90% of the total CBS Radio circulation.

"One of the 10 most popular shows in all radio," the announcement continued, "it is scheduled during a peak listening hour—Wednesday, 9-9:30 p.m. (EST)—between two top audience attractions, *Dr. Christian* and *Bing Crosby*. Sponsors will not be limited to a single program."

Holiday Promotion

Advertisers with special holiday promotions — Christmas, Valentine's Day, Mother's Day, June weddings and graduations and the like—can cash in on "a radio star with listener-loyalty of some 13 million people," the announcement pointed out, adding that the program can also be used to launch a new product, model or price or to promote a contest or premium.

What CBS did not announce is that the Skelton show has already been purchased by the Norge Div. of Borg-Warner Corp., through Russell M. Seeds Co., to advertise Norge Refrigerators in 37 small markets for 39 weeks, leaving the rest of the network and the more than 90% of CBS listeners available for other sponsors. Norge hopes to increase its coverage to 46 markets.

Fee Question

Usual network procedure in such cases is to offer the show to local advertisers on individual affiliated stations, but in those cases the network collects only a small program fee from each station, the stations retaining the lion's share of the time sale revenue themselves. But CBS Radio did not pursue the beaten path of co-op radio programming.

Instead, CBS Radio determined to handle the sale of Skelton to the major part of its network in such a way as to retain the network's normal share of time charges for itself, as it would if the program were sold to a single sponsor for the full network for 13 weeks or longer. The result is an innovation in network radio selling, which for the first time puts a radio network into the one-time special edition class previously monopolized by printed media.

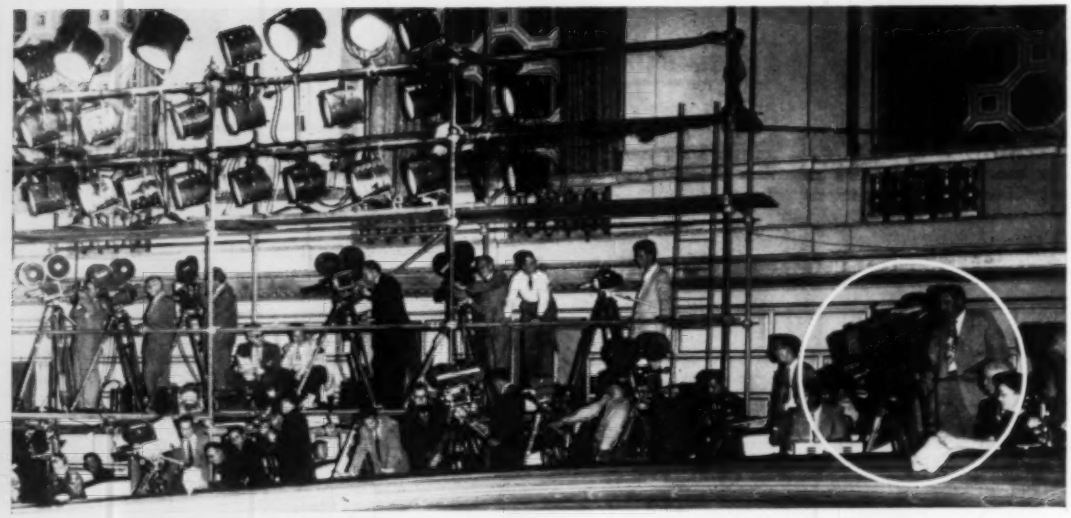
A somewhat differently phrased explanation for the radical departure from network radio's normal sales procedure was offered by Howard S. Meighan, president of the CBS Radio Div., who said: "This is the first step in a long-term program to implement several basic convictions we hold about radio.

"First, in the interests of the radio audience and sponsors alike, we believe it essential that big names and personalities continue to supply the 96 million radio sets of this country with top entertainment. The Skelton promotion is one of many CBS Radio attractions that does this.

"Second, it serves the interests of all our sponsors to maintain a solid line-up of stars on the CBS Radio Network. With Skelton on Wednesday nights between *Dr. Christian* and *Bing Crosby*, we can sustain—and even raise—the high listening level of CBS Radio leadership.

"And third, we want to develop new and special ways to use the proven economy of radio so that more and more advertisers can profit by the mass selling that is radio's outstanding strength. We think, specifically, that new ways to communicate to all the people are essential in these days of big inventories and retarded sales, and the Skelton plan is such a way."

Red Skelton's TV program, which starts Sept. 30 on NBC-TV, Sunday, 10-10:30 p.m., is orthodoxically sponsored by a single sponsor, Procter & Gamble Co., for more than one week. The contract is for five years, with the usual cancellation clauses, and was placed by Benton & Bowles.



ALTHOUGH TV stole the show with its epic making first coast-to-coast telecast of the Japanese Peace Conference its camera (circled) was nearly lost in this helter skelter array. The 23 lights in this picture were put there for the movie and news photographers. TV could operate efficiently without any of them.

* * *

COAST-TO-COAST TV

COAST-TO-COAST TV was made available to a potential audience of nearly 40 million U.S. viewers last Tuesday as President Truman's address before the Japanese peace treaty conference in San Francisco opened the new transcontinental microwave video network. 95% of the nation's TV sets are reported within range of the network.

The program was carried live on 94 of the country's 107 TV outlets, with most of the remaining 13 stations—not yet connected to the circuit because of their more remote locations — receiving kinescopes of the ceremony for telecast later in the week.

All television networks offered only the Presidential speech at the 10:30 p.m. (EDT) time slot and, although definite results will not be known until station logs are in, it was assumed by all networks that all stations participated.

$40 Million Link

Facilities for the transcontinental telecast were provided by the American Telephone and Telegraph Co.'s new $40-million microwave system, which relayed signals in line-of-sight paths via 107 towers located about 30 miles apart. The newest link, covering the 1,687 miles between Omaha and San Francisco, was opened 26 days ahead of schedule by request of the Dept. of State, and added four more cities—San Francisco, Los Angeles, San Diego, and Salt Lake City—to the 54 communities previously interconnected.

The transcontinental link will remain unused from the end of the conference until Sept. 28, when AT&T holds the full opening of the 2,750-mile span. One channel only will be available in each direction at the start, so full nationwide programming with varied selection will be realized only gradually. Debut earlier was scheduled Sept. 30.

Meanwhile, comedian Eddie Cantor reportedly was planning to originate 10 of his Colgate *Comedy Hour* appearances from West Coast studios after Sept. 30. Availability of veteran guests—such as Burns and Allen and Jack Benny, who may appear on Mr. Cantor's first West Coast show—working in what film performers know as their home area and proximity to movie technical talent, will give artists more energy and resultingly better performances, Mr. Cantor maintains.

Racing for nationwide air time, ABC last week applied for 5½ hours weekly on the continental circuit, making definite the bid they first placed when AT&T announced plans for the San Francisco-Omaha link. Most programming will originate from New York, but ABC was reported to be planning half-hour periods from Philadelphia, Chicago and Hollywood as well.

NBC and CBS were angling for exclusive and coast-to-coast television coverage of the World Series the first week of October, while the DuMont network, silent on primary plans, announced a definite commitment for continental coverage of the college all-star football game in San Francisco Dec. 29. Problem of final clearance for any show on the single circuit remained to be settled through allocations meetings to be held between network applicants and AT&T officials.

No sponsors were lined up for the national coverage, but the networks gave top-drawer attention as a public service and dispatched combined staffs of more than 100 people to the West Coast to announce, handle technical details and arrange special events programming.

CBS took ads the day of the premiere in the *New York Times*, the *Herald-Tribune*, and *Wall Street Journal* to announce its participation and to advise the public: "Be sure to watch history being made —in San Francisco, and in television."

NBC announced its coverage in New York afternoon papers, the *World-Telegram & Sun* and the *Post*, with followups Wednesday in the *Times* and *Herald-Tribune*.

25 Years After Radio

When the big moment came Tuesday night—25 years after the first transcontinental radio broadcast—television screens all over the country showed the Presidential shield, telecast from the stage of San Francisco's big and clean Opera House. Three cameras ranged the stage from boxes in the golden horseshoe, another played over the lobby, and a fifth was set up outside the building entrance. Three reserve cameras were prepared for stand-by action and technicians filled the two control rooms necessary to coordinate equipment.

First voice heard belonged to NBC's Robert McCormick, who introduced Secretary of State Dean Acheson. Stepping in front of the cameras to be seen as well as heard, Mr. Acheson followed the customarily brief form in introducing the President of the United States.

Mr. Truman, in striped tie and dark suit, read his address slowly and with more than his usual emphasis when he propounded treaty aims: To include Japan in a partnership for peace.

Cameras scanned the stage from time to time to pick up the Presidential party and the audience to watch reactions of the Russian delegation, headed by Deputy Foreign Minister Andrei Gromyko.

An unexpected note of informality came at the conclusion of the President's speech. Walking offstage, Mr. Truman turned, gesturing to his party to follow him.

No master switch was "thrown" for the start of the first transcontinental telecast. "It was a little more complicated," according to George Mathiesen, who sat at the master control panel as general engineering supervisor for CBS-TV's San Francisco affiliate KPIX.

"There were several feeders which were cut in beforehand," he explained, "but the hundred-odd stations receiving our pictures didn't start transmitting it over their outlets until their time cut was given."

To insure fast identification of delegates, three spotters with binoculars were stationed on the first floor of the Opera House, with communications facilities to commentators, located in the box-seat area.

Initial Talks

Arrangements for the early premiere of continental television were started at the end of July when NBC's Frederic W. Wile, vice president and director of television production, was on a trip to the coast and suggested the idea to NBC's Davidson Taylor. Carleton D. Smith carried the suggestion from the network to AT&T, and shortly thereafter a contingent of that company's vice presidents visited Undersecretary of State James Webb in Washington.

Their decision to make facilities available for the Truman address was made Aug. 17 and three days later the four television networks were meeting to pool their facilities. DuMont drew the production task, which they ceded to CBS. The network assigned Sig Mickelson, CBS director of news and public affairs, as overall head of the project. Final arrangements were handled through KPIX San Francisco, affiliate of both DuMont and CBS. AT&T engineers ran an experimental transcontinental transmission Aug. 31 to test picture

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Truman Inaugurates

* * *

President Truman as he appeared on the TV screen . . .

. . . and as he appeared on the stage in San Francisco.

NCAA GRIDCASTS

Issues Test Schedule of 19 Games

NATIONAL Collegiate Athletic Assn. last week released its long-awaited schedule of 1951 college grid games permitted to be telecast.

Nineteen games will feature 29 teams on nine Saturdays from Sept. 29 through Nov. 24.

Telecasts will be available to 49 cities throughout the nation via 52 stations and affiliates of NBC. Each city will be offered seven telecasts, with two Saturdays "blacked out" in line with the NCAA plan for controlled television.

The entire schedule will be sponsored by Westinghouse Electric Corp. It is estimated that Westinghouse will foot a bill of nearly $2 million to advertise its products during the telecast season.

Westinghouse paid approximately $1,250,000 for sponsor's rights and network time for the package, of which about $700,000 will go to the colleges concerned.

Roger Bolin, assistant to the vice president in charge of consumer products, said the $1¼ million would include production costs, payments to colleges for the privilege of telecasting the games and the cost of commercials.

In addition, Mr. Bolin said, Westinghouse plans to spend between $500,000 and $700,000 for newspaper advertising in connection with the telecasts.

Westinghouse Sponsorship

Westinghouse, he added, would pay the entire bill. Its dealers will be asked merely to distribute handbooks describing the gridcasts.

Announcements were made at a luncheon Wednesday in New York by James McKibbin, vice president in charge of consumer products for Westinghouse.

The completed schedule necessitated individual negotiations with each college by Westinghouse. Colleges will receive 2½ times the NBC-TV hourly rate on a per-station basis.

Those colleges whose contests are telecast by the greatest number of stations will benefit more than those whose games will be viewed over a single outlet.

For instance, Westinghouse may pay Franklin & Marshall and Washington & Jefferson only about $1,000 each for TV rights for a single station telecast from WGAL-TV Lancaster, Pa. Whereas, teams such as those from Notre Dame and Southern Methodist U. may receive a check up to $80,000 for one nationally telecast game.

The country has been divided into west and east on the basis of existing TV cable routes, a major factor in forging the schedule.

Pittsburgh and Rochester and all points west were considered west. All others, east.

Although the present schedule was determined only after careful weighing of multiple factors, it is subject to change, if need be.

George Ketchum, president Ketchum, MacLeod & Grove, Pittsburgh, Westinghouse agency, said the schedule could be altered it any team's performance falls short of pre-season expectations. In that event, Mr. Ketchum said, the sponsor has the right to cancel any game and replace it with a more powerful attraction. Mr. Ketchum added, however, that he was 99% sure the schedule would remain intact and declared Westinghouse had planned the finest schedule available under existing difficulties.

A major obstacle in bringing the best elevens to the nation's television sets, Mr. Ketchum explained, was the factor of college locations in relation to TV facilities.

He pointed out that Tennessee, touted as the country's top team, does not play any game in an area where because of engineering difficulties television would be feasible and practical.

Similar difficulties were encountered with such universities as Kentucky, Minnesota and the schools of the Pacific Coast Conference, he added.

Originally, the NCAA TV Committee had authorized 10 weeks of telecasts but technical difficulties ruled out carrying any major games scheduled for Sept. 22.

The full NBC network will carry three of the top pigskin rivalries. They will be: Illinois-Wisconsin, Oct. 6; Notre Dame-Southern Methodist, Oct. 13, and Michigan-Ohio State, Nov. 24.

World Series Delay

Because of a World Series baseball game slated for the same day, the Illinois-Wisconsin game will be delayed 30 minutes or more in order to bring it to televiewers.

Two other main types of telecasts are planned:

● Regional telecasts have been set up for three Saturdays. These are games originating in the East directed to eastern audiences and midwestern contests sent West.

● Inter-regional telecasts — meaning games played in the Midwest directed only to eastern view-

(Continued on page 88)

BERT BELL, president, National Professional Football League, affixes his signature to contracts calling for sponsorship of the Eagles and Steelers road game telecasts. Seated (l to r) are Fred Neall, Atlantic Refining Co. executive; Mr. Bell; Paul Lewis, secretary of Eagles; standing (l to r) are Tom Gallery, sports director, DuMont Television Network; Norton Cotterill, N. W. Ayer & Son, Atlantic's agency, and Ed Kiely, Steelers' public relations director.

AUDIENCE STUDY

Baker to Direct New Service

A NEW industrywide station-audience coverage measurement service, third in radio history, will be launched this week under private auspices.

Directing the study will be Dr. Kenneth H. Baker, NARTB research director since 1946. Dr. Baker has submitted his resignation to NARTB to set up a new corporation with M. R. Notaro, owner of Statistical Tabulating Co., New York.

The new organization, known as Standard Audit & Measurement Services Inc., will have offices at 89 Broad St., New York. Dr. Baker is president of the company. Statistical Tabulating Co. has acquired all of the BMB Broadcast Measurement Bureau cards and is servicing subscribers and others at cost [BROADCASTING • TELECASTING, Sept. 3].

Formation of the new enterprise grew out of response to an informal survey conducted earlier in the summer by NARTB. Two-thirds of stations replying to a letter asking for views on a new nationwide measurement of station audience and coverage indicated interest in the idea, with only one-third not indicating interest [CLOSED CIRCUIT, Aug. 27].

* * *

Dr. BAKER

BMB formally expired Aug. 28 when dissolution papers were received from the Delaware Secretary of State.

Supporting stations in the desire for a third nationwide study are many national representatives as well as advertiser and agency executives.

Whereas BMB's research involved expenditure of around $1,200,000 it is believed the new corporation can handle an expanded measurement at perhaps 70% of the BMB cost, resulting in savings for stations in comparison with the assessments paid BMB.

Dr. Baker said a 1952 radio study would give timebuyers a basis on which to estimate the extent of television's bite into radio's basic audience. He said some buyers have subtracted all TV families from radio's circulation in a TV area.

By measuring circulation in the spring of 1952, Dr. Baker said, a

(Continued on page 54)

Because of Radio . . .

They Now Serve a City

Announcer Bill Bramhall, left, and Mr. Max Stein, president of Kosciuszko Furniture Co., pick out two of the prizes the store is offering to listeners over WEMP Milwaukee.

DO YOU KNOW a small neighborhood furniture store that would like to serve a metropolitan market and still keep the advertising budget low?

What salesman doesn't? And what small furniture store wouldn't jump at the chance to grow?

The answer: Radio.

The proof comes from two long established and successful furniture stores in widely separated parts of the country. Both use variations of the quiz show technique and both swear to its effectiveness. They are:

● The Kosciuszko Furniture Co., Milwaukee, which has used radio successfully over WEMP Milwaukee and other stations for the past 16 years while it grew from a small upholstery shop to a store that serves the entire Milwaukee market.

● The Little Potts Furniture Store, Baltimore, using WFBR Baltimore for 12 consecutive years, and now serving the entire area from its neighborhood location.

Radio advertising has boosted sales volume tremendously and contributed to the expansion of the Kosciuszko Furniture Stores.

Kosciuszko was just a small store, an outgrowth of an upholstery shop, when WEMP first went on the air in 1935. With spot announcements purchased at five for $10 and a five-minute newscast, the Kosciuszko store began its radio advertising as one of WEMP's first accounts.

Because it is hard to pronounce, the peculiar name—Kosciuszko—was butchered by announcers. People from all over town flocked to the little store on Milwaukee's far south side just to see if the store looked as funny as the name sounded.

Max Stein, president of the stores, chose the name because the main store is located in a Polish area. It was two blocks away from the city's only monument to the great Polish general who fought in the Revolutionary War and was the architect who designed the West Point Military Academy.

"Kosciuszko was a highly respected man among the predominantly Polish population on Milwaukee's south side," Ed Stein, secretary and general manager, explains, "so we chose that name as one that would be respected by our customers."

In 1937, Kosciuszko sponsored a 15-minute program of Hawaiian music called *Harmony Isles* on WEMP. The program, broadcast for six years from 1:15-1:30 p.m., brought phone calls from listeners who wanted to know if the music came directly from Hawaii. Many listeners also came into the store to see the Hawaiian girls they imagined were there.

Change in Format

Kosciuszko changed to a different type musical program and saturation spots in 1943.

What's In The News, a quiz program broadcast from 7:45-8 p.m. on the *Old Timers Party*, followed. The format consisted of a phone call to a party chosen at random from the directory. Questions concerning the news of the day were asked. Correct answers merited a prize such as small appliances, lamps and lounge chairs. If answers were incorrect, a $2.50 gift certificate was given.

Kosciuszko, which has since expanded to two stores and a warehouse, still uses that same time on WEMP. A musical quiz in the *Old Timers Party* now makes up the format with table lamps and electric clocks as prizes and $2.50 gift certificates for wrong answers. The program averages three winners a night. Kosciuszko also uses regular daytime spots on WEMP.

Ed Stein explains the success of this program by saying, "Everybody has the desire to win, and people like to hear their names or relatives' and friends' names over the radio. It's the idea more than the item they win. Many who come in with free gift certificates end up buying merchandise. The show also spreads the name of the company, which eventually brings customers into the store."

In addition to the time on WEMP, the store uses four spots a day on WMIL and WFOX Milwaukee. The policy varies from time to time to include other stations in the city.

Mr. Stein believes daytime radio spot announcements are successful because radio has listeners in the housewives, small shop operators and businessmen traveling in their cars.

Until two or three years ago, Kosciuszko used only radio advertising. Mr. Stein found he could capitalize more with the same number of dollars spent on radio, because returns per dollar spent were greater on radio than in newspaper advertising.

To check on radio's pull, Kosciuszko has advertised special items on radio, with other items appearing in the newspaper ad. More response was received from the radio advertising than from a full page newspaper ad.

To illustrate the power of radio advertising, Mr. Stein pointed out that one year his company's annual warehouse sale was scooped by a competitor who held his sale the day before.

Kosciuszko's newspaper ad was not to appear until the following afternoon. He used 20 spot announcements on WEMP the day before, telling customers to wait for his sale to get bigger bargains. The next morning rain poured down in sheets, but at eight o'clock

(Continued on page 93)

ISAAC POTTS, president of the Little Potts Furniture Store, sings first tenor with the Lather Boys during his annual appearance on the store's *Sing 'n Win* program over WFBR Baltimore. Left to right: John Alderson, Mr. Potts, Gerald Eythe, Carroll Warrington and Phil Crist. All except Mr. Potts are WFBR staffers.

NEWSPAPER CASE

FCC Opposes S-H View

OPPOSITION to Scripps-Howard Radio Inc. request last month to the Supreme Court for a *writ of certiorari* was filed last week by the FCC.

Two major points made by the FCC, in asking the Supreme Court not to take the newspaper ownership case, were:

● Newspaper ownership was only one of a number of factors considered in the 1949 grant of WERE Cleveland to Cleveland Broadcasting Inc. and the denial of the application of Scripps-Howard Radio Inc. for a new AM station in that city.

● FCC has every right to take newspaper ownership into account in deciding between applicants for the same facilities.

"Completely baseless" was the Commission's reply to the Scripps-Howard argument that it discriminates against newspapers in granting radio licenses. In justification, it cited a number of grants it has made to newspapers following hearings between mutually exclusive applicants.

"The Commission's consistent policy," the brief read, "has been that, in choosing between qualified applicants, it prefers those without newspaper connections because of the public interest in diversification of control over the various media through which news and information are disseminated . . ."

But, the Commission emphasized, "this policy is but one of numerous relevant factors to be weighed and considered . . ."

The Scripps-Howard appeal is based on this major question:

Whether the FCC has the statutory authority or discretion to discriminate against an applicant because it is owned or controlled by a newspaper?

It asked that the Supreme Court make a definitive ruling on that question [BROADCASTING • TELECASTING, Aug. 13].

Scripps-Howard can file a reply brief to the FCC's opposition, but no decision has been made yet whether to do so.

It is expected that the Supreme Court will decide whether to take the case or not within a week or two after it resumes its sessions Oct. 1.

To Hear Lorain Case

Meanwhile, the Supreme Court will hear oral arguments on the *Lorain* (Ohio) *Journal* case Oct. 11. *Lorain Journal* was convicted of anti-trust violations and conspiracy in restraint of trade for refusing to run advertisements of advertisers who bought time on WEOL, local station.

Free Speeches

WTTM Trenton, N. J., is offering several staff members as guest speakers for local clubs to talk about network radio in peace and war. The NBC affiliate offers the speeches, strongly slanted to demonstrate WTTM's community services, as its part in celebrating the network's 25th anniversary.

RTMA MEET

Features Small Manufacturers

SMALLER MANUFACTURERS in the radio-TV industry will have their inning at a three-day RTMA conference in New York Sept. 18-20.

Special meeting for small manufacturers will be under the direction of RTMA President Glen McDaniel and A. D. Plamondon Jr. (Indiana Steel Products) who is chairman of the committee to aid smaller manufacturers particularly in the procurement of defense contracts.

Mobilization and material shortage problems will be reviewed by the board of directors and major committees, General Manager James D. Secrest announced. Also to be discussed will be the outlook for an early lifting of the TV station "freeze," as well as expansion of RTMA member services.

The Federal Trade Commission's draft of "Fair Trade Practices," scheduled to be formulated after a Sept. 26-28 meeting, will be discussed by Chairman Benjamin Abrams (Emerson) of the Trade Practice Conference Committee.

NARTB FM POST

John H. Smith Jr. Named

JOHN H. SMITH Jr., manager of advertising and promotion for the Bureau of National Affairs Inc. since 1943, was named Friday by NARTB President Harold E. Fellows to serve as director of the association's FM Department. He takes office Oct. 1.

The post has been vacant since May 15 when Ed Sellers, previous director, resigned to join the Carl Byoir public relations organization, headquartering in California.

Long Considered

Appointment of an FM department director has been under consideration for several months within the association. While Mr. Smith has not been actively identified with radio, he has obtained a reputation as a top-level promotion executive.

One of Mr. Smith's first jobs will be to ride herd on a joint NARTB - Radio - Television Mfrs. Assn. campaign to promote FM receiver sales in key state and city areas. Ben Strouse, chairman of NARTB's FM Committee, and other association officials are expected to confer in New York Sept. 18 with RTMA's Advertising Committee and lay the groundwork for the saturation campaign.

Originally it had been hoped that Mr. Smith would be separated from his BNA activities in time to participate in the meeting. Other promotion drives also hang fire.

TEA COUNCIL

Sets $2 Million Budget

SPOT advertisements in seven radio and television markets will be a part of the Tea Council's second annual advertising campaign, budgeted in excess of $2,000,000. Radio and television will be allotted about a quarter of a million dollars of the total amount.

Tea Council representatives were anxious for the radio industry to understand why the main impetus of their campaign is being pushed through 16 full-page ads in *Life* magazine as well as in full-color ads in Sunday supplements of 33 metropolitan newspapers. Individual council members—such as Lipton's with Arthur Godfrey and White Rose Tea with its newscasts—have long used radio as a primary advertising medium. It was felt, as a result, that any additional campaigns sponsored by the council should also employ other media to reach new potential markets. The same interest in building new customer lists led to choice of the spot campaign. Studies conducted by the Elmo Roper Marketing Research will be used to select the final radio-TV markets.

Campaign as a whole was developed by the Leo Burnett Agency, New York, after motivation studies into people's beverage habits had been conducted by Dr. Ernest Dichter.

WORLD SERIES TO NBC-TV

Gillette Names

GILLETTE SAFETY RAZOR Co., which last spring secured the telecasting rights to the World Series for six years, 1951-1956, at a price of $1 million a year, has named NBC-TV as the video network to carry the series telecasts. The Gillette-NBC contract, however, is for four years only, running through 1954.

Proof that television is growing up is given in this award of the Series' telecasts to a single network in place of the previous pooled arrangement. Probably better proof of TV's maturity are the terms of the new contract, which call for payment of stations on the same basis as the Gillette arrangement with MBS outlets for the Series' radio broadcasts.

Both radio and television stations carrying the games will receive payment for two hours a day for four days, donating extra time and extra days, if any, in exchange for the privilege of securing this sure-fire audience attraction. Last year TV stations carrying the series were paid for one hour a day for four days.

Last year the station time charges were paid by the three TV networks which carried the series—ABC-TV, CBS-TV, NBC-TV, with DuMont refusing to go along on the reasoning that buying time is the responsibility of the sponsor, not the network.

Split Payments

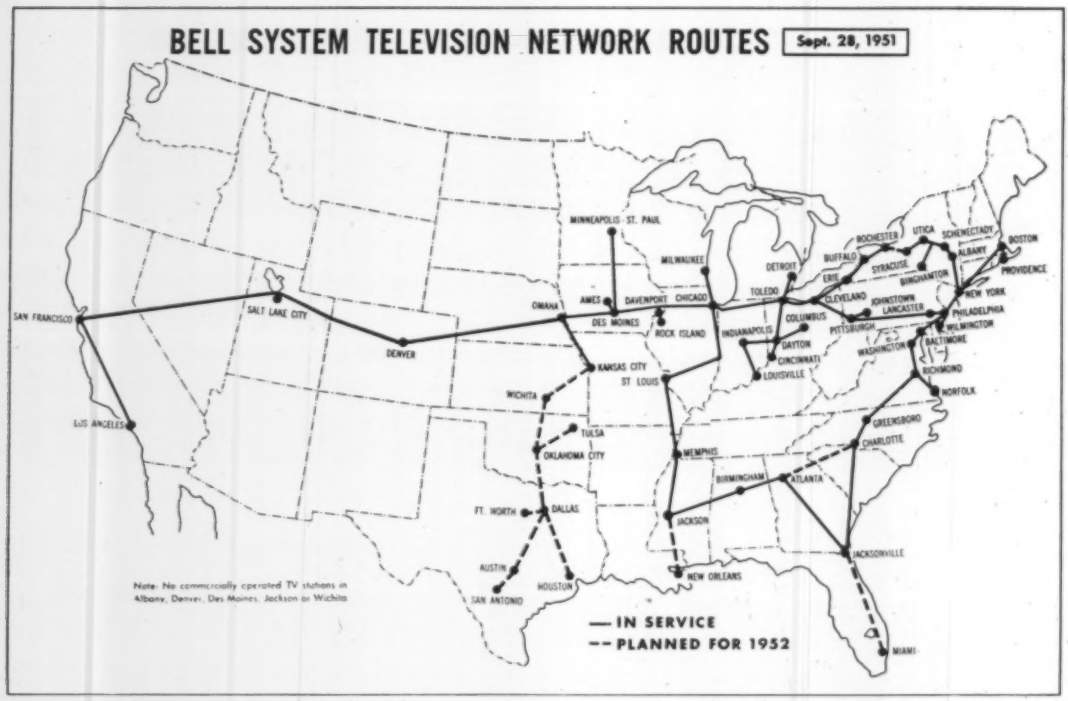
The three networks last year also contributed $50,000 each to Gillette to help defray expenses connected with series telecasts. If their is any similar kick-back in the NBC-Gillette deal, the network, the advertiser and the agency, Maxon Inc., New York, were keeping it a close secret.

Although the Series telecasts will not be pooled during the run of the four-year contract, neither are they an NBC-TV exclusive.

A three-way agreement among the Baseball Commissioner, Gillette and Mutual, which holds exclusive radio broadcast rights to the Series through 1956, gives the TV stations of MBS stockholders the right to carry the Series telecasts in addition to any others selected by Gillette.

This means that the 1951 Series will be telecast by WOR-TV New York, WGN-TV Chicago, WNAC-TV Boston and KHJ-TV Los Angeles in addition to the coast-to-coast NBC-TV hookup.

Mutual, which pays approximately $750,000 a year for the radio rights to the World Series, has sold sponsorship to Gillette for the duration of the network's contract with the baseball authority, through 1956. This year, as previously, the radio broadcasts will be given the widest distribution, with extra stations augmenting the MBS outlets for complete coverage within the continental United Staes, plus a coast-to-coast Canadian network, plus broadcasts to Latin America in Spanish, plus round-the-world broadcast to our troops overseas via the Armed Forces Radio Service.



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Coast-to-Coast TV

(Continued from page 26)

quality and the stage was set.

Telephone engineers were reported as satisfied with the final results Tuesday, feeling all had gone smoothly. Radio reporters contradicted each other as to whether reception on the East Coast had been blurred, but the public seemed to like it fine.

Conference coverage for the remainder of last week was as elastic as initial schedules had been, with final results depending on when the sessions ended. All networks were prepared for extra scheduling, however, in case the Soviet delegation decided to block the signing.

CBS and NBC telecast the first plenary session from 1-3 p.m. and from 11 p.m.-1 a.m. Wednesday. Another session, late because of time zone differences, was slated for 11 p.m.-1 a.m. (EDT) Friday. Actual signing ceremonies, expected to be held Saturday, were planned for 1-3 p.m. (EDT).

While using the pool picture, CBS had its own audio line to provide special commentary and interpretation during conference meetings.

NBC kinescoped important sessions throughout the daily meetings for later showing on its own network as well as over BBC television and Japanese newsreels. Gen. Douglas MacArthur's speech at 9 p.m. (EDT) Thursday was scheduled for exclusive kinescope showing by NBC at 11:15 p.m.

ABC, scheduling only one day in advance, showed the conference from 11 p.m.-1 a.m. Wednesday and anticipated similar coverage throughout the rest of the week. The DuMont network planned telecasts of the peace treaty meetings Wednesday from 1-3 p.m. and from 11 p.m.-1 a.m.; Friday, 11:15 p.m.-1 a.m.; and Saturday, 1-3 p.m.

In announcing the regular opening of coast-to-coast TV link Sept. 28, AT&T indicated more channels will be available in late 1952, which will permit adding Miami, New Orleans, Tulsa, Oklahoma City, Ft. Worth, Dallas, San Antonio, and Houston to the nationwide network.

The company opened a southbound coaxial cable from Detroit to Toledo Wednesday to augment the three northbound channels which have connected the cities by microwave relay for more than a year.

Opening of the nationwide microwave facilities was the signal for special programs by Los Angeles and Hollywood Advertising Clubs last Tuesday with members of the latter hearing a five-way conversation between mayors across the country.

David L. Coale, general information officer for the Pacific Telephone & Telegraph Co., speaking to members of the Los Angeles Ad Club at the Biltmore Hotel, explained the microwave system. He reported the facilities used for the transcontinental telecasting of the Japanese peace conference were developed with telephone usage primarily in mind.

Klaus Landsberg, vice president of Paramount Television Productions and general manager KTLA (TV) Hollywood, speaking at the Hollywood Ad Club declared the opening of the relay makes the position of the independent TV station stronger than ever.

Blackburn Comment

"There's a great day coming," Norman Blackburn, director of network television for the NBC Western Division, declared. He warned, however, that the relay opening also presents a "great challenge" to the West but expressed confidence the talent and facilities in Hollywood are equal to the job.

J. Neal Regan, Hollywood manager, McCann-Erickson, and president of the Advertising Assn. of the West, told Hollywood Ad Clubbers the relay must prove itself competitively with other media. When FCC unfreezes television channels, time buying and cost problems eventually would be solved, he said.

To mark the day, Mayor Bowron proclaimed last Tuesday "Golden Aerial Day," noting that the 170th birthday of Los Angeles and the opening of the relay coincided.

San Francisco was the television capital of America for the second time in recent months. Like the city's last big national show (General MacArthur's arrival home) the program far exceeded early plans.

The local stations — KPIX, KRON-TV and KGO-TV—like the 100 other stations along the new transcontinental hookup initially planned to carry only limited portions of the conference, but all three ended up carrying virtually every hour of the proceedings, sacrificing large blocks of regular commercially-sponsored time.

The coverage Sept. 4-8 was sponsored on TV in California by the Richfield Oil Co. Richfield paid $75,000 for the program, far less than the 11 stations participating had hoped to get. Commercials were kept down to bare and infrequent announcements reminding viewers that the coverage was being brought to their screens by Richfield Oil.

Television set distributors exploited the conference to its fullest with an extensive advertising campaign that began a month before the peace group assembled. By start of the conference they had the radio air filled with spot announcements and a heavy schedule of other media ads was placed.

Radio coverage of the conference was the greatest since the United Nations was organized in San Francisco in the same opera house six years ago.

Hundreds of radiomen from throughout the country converged on the city as the conference convened. Hundreds of national network programs usually originated in New York, Hollywood and Washington, came from the conference headquarters during the week.

In addition to the network coverage, local stations with reinforced news staffs devoted special hours daily to the conference. NBC fed special programs to the Canadian Broadcasting Corp. and in Japanese to the Broadcast Corp. of Japan.

John Thompson, director of news and special events for KNBC San Francisco, headed the NBC operation; Bill Nietfeld, director of news, and Stuart Novins, director of public affairs, both of KCBS San Francisco, directed the CBS staff; Frank La Tourette, ABC's West Coast director of news and special events, headed his network's staff. Mutual's operation was directed by William Pabst, general manager of KFRC San Francisco.

Full coverage of San Francisco treaty conference ceremonies was sent around the world by the Voice of America and other State Dept. international information media.

On hand for conclusion and signature of the Japanese peace treaty were a radio team of two news reporters, two commentators and two special events editors. Simultaneous radio broadcasts of President Truman's address Tuesday and other highlights were fed through a direct hookup with the city's Municipal Opera House.

* * *

ENTERPRISING WAAM (TV) Baltimore invited Sidney Mille (left), AT&T transmission engineer, to appear on two of its shows to explain coast-to-coast television to its viewers. Here he is with Nick Campofreda on the *Tee Vee Waamboree*.

Truman Hooper

SPECIAL "TV-Home Hooperatings" taken in three cities to measure audiences for President Truman's Tuesday night speech and the opening of the transcontinental network television were reported as 51.6 in San Francisco, 51.9 in Los Angeles and 44.6 in New York.

Samples from the WHO Mailbag

Dear Mr. Woods:

Speaking for the administration and teachers in the Des Moines Public Schools, I want to express our thanks and appreciation for the splendid publicity you gave us in making American Education Week a success in Des Moines. We counted on you this time as we counted on you in the past and again your station came through.

Thanks a lot.

Very truly yours,
CLIFTON F. SCHROPP
Director of Curriculum Development and Audio-Visual Education
Des Moines Public Schools

Gentlemen:

Thank you very much for your public service announcements regarding the closing of our schools during the recent snow storm. The radio broadcast is one of the best methods of contacting our people and we appreciate it very much.

Very truly yours,
E. A. COLBERT
Superintendent
Scranton Consolidated Independent School

Gentlemen:

Last night, Saturday, there were a number of fellows and their wives in the shop, and one of them was fooling around with the radio, and all of a sudden he said "listen to this." We did, and believe me you could have heard a pin drop. I took a paper and pencil and waited until the announcer told me where the program was coming from, and therefore this letter.

The singer at that time was the 14 year old boy from Marshalltown, and believe me we have not heard any more beautiful voice on any program, even professional, and we want to hear more of him, and the others on it.

As far as the rest of the program was concerned, we really enjoyed it and the gang were here until after 1:00 a.m. and we close at 9:30 so when you put a program on again with Slim Hayes & His Boys and the others, let us know, especially when the 14 year old sings again, and we'll borrow a machine gun from our police department and drive them out at 10 o'clock. (The customers in the shop here I am referring to.) How about it?

This is the first time we listened to your station and will do so every Saturday nite as often as we can.

Very truly yours,
A. F. CARNEY
Carney Gun Repair and Sport Shop
Wausau, Wis.

Dear Sir:

We are studying about radio programs in our room at school. We would like to know which programs you advise for children's education. Thank you very much.

Yours truly,
CAROL FRY
Van Horne School
Van Horne, Iowa

Dear Mr. Plambeck:

We appreciate very much your kindness in giving the cancellation notice of our sale for today on your programs yesterday.

We realize that you and your force were called upon to work many hours and strenuously to get all of these service announcements on the air in the space of time allotted to you. When we called your station, we fully expected to pay for this service, for while we think it had public interest, yet it is done for a commercial firm, and when you take your time to make these announcements for commercial enterprises, we think you are going a long way in service, and we do greatly appreciate it.

Yours very truly,
O. D. ELLSWORTH
Partner
Adel Sales Pavilion
Adel, Iowa

Gentlemen:

I heard Edgar A. Guest read a poem "Tomorrow" recently and I decided that this letter which I have meant to write on so many tomorrows, must be written today.

Last fall my daughter and her husband moved to Baton Rouge, Louisiana. After living in Iowa for so long they were a bit homesick, even tho the climate, new surroundings and their work at the University were more pleasant than they had anticipated. One night they decided to try and get the WHO news at 10:15 P.M. Imagine their surprise when they did get it. Of course some nights reception isn't perfect nor is it here in Lone Tree at times.

To make a long story short, it is a pleasure to know they are listening to the same program at 10:15 P.M. that we are listening to. You have so many very fine programs from your station that it would be impossible to tell you about them all. I think we especially like the News because we have many friends and relatives in different parts of the state, and if anything unusual happens to them you are sure to tell us first.

Thank you so much for the very fine service you are giving us.

Sincerely,
MRS. WILLIAM P. ASHTON
Lone Tree, Iowa

As a sophisticated, big-city advertising man, it may be difficult for you to realize what WHO *means* in Iowa Plus.

Day in and day out, our mailbags are jammed with personal letters of friendship and confidence—"stamp-of-approval" evidence, from *your customers,* that WHO is giving a unique radio service to the millions of people in Iowa Plus.

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

LIKE TO HAVE A

A PIECE OF SKELTON ?

With this announcement, CBS Radio opens the mass circulation of night-time, network radio to advertisers with limited budgets. Also, to large advertisers for special promotions.

RED SKELTON, star-showman, star-salesman—and his 13 million listeners—are now available on a one-time basis. The cost: less than a color page in a mass magazine.... Here's how a one-time budget now fits big-time radio:

QUESTION: How?

ANSWER: Red Skelton's regular half-hour show—one of the "top ten" in all radio—will be on the air for 39 consecutive weeks, starting October 3. Each mass-market broadcast will be sold to a single sponsor (but a sponsor will not be limited to a single broadcast).

QUESTION: How will advertisers use the show?

ANSWER: To say something special with *impact*—as explosive as the laughter of Skelton's listeners.... Here is mass radio uniquely produced to launch a new product—kick off a drive—announce a contest.... Here also is the perfect opportunity for the split-timing and commanding attention that many advertisers need for peak-selling seasons and holidays: Christmas, White Sales, Mother's Day, Father's Day, June weddings and graduations. (Skelton ad libs over our shoulder: "For Thanksgiving, we can sell bogs and bogs of cranberries.")

QUESTION: Any merchandising tie-ins?

ANSWER: Displays and mailings will flash the appeal of Skelton's personality, tieing-in program, product, and purse at the sales counter.

QUESTION: What's the time of broadcast?

ANSWER: During a peak listening hour—9:00 to 9:30 p.m., Wednesdays. Between the big-audience attractions of Dr. Christian and Bing Crosby.

QUESTION: How many stations in the Skelton line-up?

ANSWER: Stations accounting for 91.4 per cent of the entire CBS Radio circulation are available for clearance.

QUESTION: How many listeners?

ANSWER: Year-in, year-out Red Skelton in front of a microphone is a human, fun-making magnet. Last season, he drew an average weekly audience of more than 13 million people.

QUESTION: How much does the show cost?

ANSWER: $23,500—including time, talent, and merchandising. To give this price a yardstick: For $23,500, you can tap a mass audience and listener-loyalty that took an annual investment of $1,500,000 to build.

QUESTION: How will sponsors be scheduled?

ANSWER: Solely on a first-come, first-to-profit basis.

QUESTION: Are there any other answers?

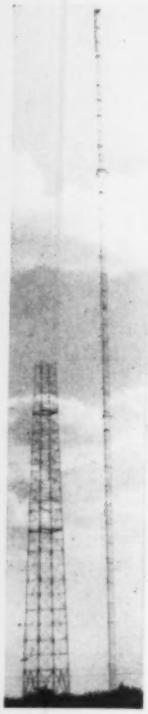
ANSWER: Just a reminder: *To say things that get things started... or to give a peak-selling season a higher peak than ever,* RED SKELTON *is your boy....* For available program dates call your representative at...

THE CBS RADIO NETWORK

NEW KHQ TOWER

Final Phase Completed

PLANS for dedication of a new 826-foot transmitting tower and 5 kw transmitter on Sept. 15 were announced last week by Richard O. Dunning, president of KHQ Spokane, Wash.



The dedication culminates nearly two years work and "completes the final phase of installation of all new equipment at KHQ's transmitter," according to John Walker, chief engineer. The new tower, equivalent in height to a 68-story building, replaces one which was snapped in half during a violent windstorm [BROADCASTING • TELECASTING, Dec. 12, 1949]. The old tower's stub has been in use since. A replacement tower, three-fourths completed, fell in a construction accident last fall.

DEFENSE TRAINING

IS THEATRE TV the answer for training millions of citizens for the possibility of atomic attack on the U. S.?

Question may be answered Sept. 15 when the Federal Civil Defense Administration holds the first test of theatre-TV to train civilian defense workers.

On that day, 11,000 civilian defense workers will see live demonstrations in four cities—linked by a closed-circuit theatre-TV network.

The cities are Washington, Baltimore, Philadelphia and New York.

Program will originate at WMAL-TV Washington and will be piped to RKO Keith Theatre in Washington, seating 1,800; Loew's Century, Baltimore, seating 3,000; Warner's Stanley in Philadelphia, seating 3,000; Paramount Theatre, New York, seating 3,800.

Theatres have been donated for the event.

The live training course will be given for FCDA's Warden and Public Welfare Service, Communications and Warning Service, Rescue Service.

A two-way circuit will be used so students in each city can question instructors in Washington.

Although the experiment is scheduled for one hour, 9-10 a.m., the theatres will be used for local instruction for a half-hour before and after the Washington demonstration.

Civil Defense officials are keyed up about the possibilities of theatre-TV.

It not only permits mass "crash" instruction by top level instructors, they feel, but if successful could possibly eliminate the time-consuming method of developing layers of teachers for regions, states, counties, communities.

With a minimum budget, FCDA is anxious to try anything that promises low cost per trained volunteer.

Attitude of civil defense officials to the possibilities was exemplified by Federal Civil Defense Administrator Millard Caldwell, who said in announcing the Sept. 15 experiment:

The mass training of 15,000,000 civil defense workers is one of the nation's most immediate problems. Through theatre television the task of preparing not only the civil defense worker for his job but the nation at large to meet an enemy attack can be greatly simplified.

Co-operating with FCDA are Robert H. O'Brien, United Paramount Theatres secretary-treasurer (and American Broadcasting-Paramount Theatres executive vice president if and when the ABC-UPT merger is approved by FCC) and Nathan L. Halpern, president of Theatre Network Television.

At present 26 theatres in 17 cities are equipped with theatre-TV installations. Before the end of the year, about 100 are expected to be equipped.

FCDA To Try Movie TV

LAMB NAMED

To Defense Post

APPOINTMENT of Franklin Lamb, vice chairman of the board of Tele King Corp. New York, as assistant to the director has been announced by Charles E. Wilson, director of the Office of Defense Mobilization.

Mr. Lamb has recently served as member of the Electronics Board of the National Production Authority and will continue as an observer with that group.

Vice Chairman of Tele King for the past two years, Mr. Lamb previously was associated with development of the Reynolds Pen and served as president of the Reynolds Pen Co. He has also been vice president of WIP Philadelphia, Gimbel Bros. outlet.

HOME SWEET HOME IS BIG BUSINESS FOR CENTRAL OHIOANS

*Source: 1951 SM Survey of Buying Power

The welcome mat is out for you if you sell home furnishings. Almost $51 million are spent annually for furniture, wall-paper, storm windows, television sets and thousands of home items. One of the shortest ways to this big market is through WBNS, Columbus. Latest Hooper Report shows WBNS with all top-rated 20 day-time and night-time shows; you're visiting with good company when you're on WBNS. For information, write us or call your John Blair representative.

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS PLUS WELD-FM Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

Announcing

A New and Improved Radio Sales Tool

Broadcasters everywhere are being affected by a ground swell of opinion that it is time again for the industry to produce a standardized, uniform measurement of station audience and coverage—radio's basic measurement of circulation. The industry has produced two BMB-type Studies and turned them over to its customers. There is no doubt that the time buyers liked them and used them. Enthusiastic supporters of the idea will even tell you that a goodly portion of radio's increased dollar volume can be traced directly to the availability of these basic measurements.

But radio's circulation is not a static thing—even though "everybody has a radio". Constant change is the rule of the day. Since the last industry-wide measurement in 1949, many changes have occurred. Programs have been shifted between networks and among stations. Stations have dropped or acquired new network affiliations. A whole new network has come into existence. Over 400 new stations have come on the air. Over 200 stations have changed their power or frequency or both. The effect of television on radio's basic circulation is unknown.

All of these changes can cause doubt to arise in the mind of the buyer. In many instances that doubt has taken the form of cancellations and failures to renew. The time has come to remove the doubt and to supply the firm figures which radio's customers need.

Fortunately, the job does not need to cost as much as it has in the past. Fortunately, also, the experience gained from prior studies and the benefit of lessons learned with them are still available. STANDARD AUDIT AND MEASUREMENT SERVICES has been organized to utilize this experience in the production of the next industry-wide measurement of station audience and coverage. A BMB-type of study is planned as our initial effort. The field work will be done in the spring of 1952. Commitments must be obtained now in order to guarantee an economical execution of this colossal job. Every broadcaster will soon receive contract forms and a letter explaining the project.

We invite your inquiries and participation.

Kenneth H. Baker
PRESIDENT

STANDARD AUDIT AND MEASUREMENT SERVICES, INC.

89 BROAD STREET, NEW YORK 4, N. Y.
WHITEHALL 3-8390

WAGE-PRICE POLICIES

Continue Unsettled

REGULATORY wheels which would set into motion certain wage and price concepts were turning slowly at government level last week as stabilizers cocked an eye to Capitol Hill.

Still hanging in mid air were uniform policies governing:

(1) Wages for radio-TV workers in the price-exempt broadcasting industry. A procedure for salesmen on commission also was under study.

(2) Remuneration under talent contracts negotiated for radio, television and other employes falling within the jurisdiction of the Salary Stabilization Board.

(3) A revision of OPS Ceiling Price Regulation 22, under which manufacturers would be permitted to apply advertising, selling and other costs to their products in computing price ceilings.

In the last instance, OPS faced a stiff fight from the administration which is seeking stronger inflationary controls. Both Defense Mobilizer Charles Wilson and Price Stabilizer Michael DiSalle appealed to the Senate Banking & Currency Committee for elimination of the new formula, known as the Capehart amendment. They termed it "unworkable" in its present form.

OPS officials said that the agency probably would take no action on a revised CPR 22 until Congress completes testimony on the administration battle. Hearings will be resumed this week.

Meanwhile, Sen. Burnet Maybank (D-S. C.) offered a substitute amendment designed, in part, to prohibit any price ceiling from becoming effective which establishes a level below that for such sales prior to the date of issuance of regulation or the level prevailing for such sales during the period Jan. 25, 1951, to Feb. 24, 1951.

The Maybank proposal otherwise carries the same provisions, allowing manufacturers to include advertising, selling and other costs accrued from June 24, 1950 to July 26, 1951, to the highest price during the base period from Jan. 1, 1950, to June 25, 1950 [BROADCASTING • TELECASTING, Aug. 6].

OPS authorities said the revised CPR 22, giving manufacturers this benefit, is being studued by legal and economic executives and being withheld until Congress takes action. In any event, manufacturers would be required to file for the new product ceilings when, and if, the regulations become effective. Originally they were to go into effect Aug. 13.

The wage and salary boards also have been marking time. WSB has been sounding out industry and labor on the question of whether to remove wage ceilings for radio-TV and other price-exempt industries.

At SSB the problem involves compensation involving individual talent. Question of salaries, with percentage of gross or net, is being explored by a three-man panel [BROADCASTING • TELECASTING, Sept. 3]. Originally SSB gave station management the go-ahead to continue or renew contracts (without being subject to the 10% increase ceiling imposed by WSB) with individual talent, involving options by stations, networks, sponsors and producing agencies.

At the time, however, SSB made plain the ruling was temporary pending exploration of the whole talent issue. These cases involve distinctions between salaried or, in some cases, freelance or contracted talent and those working under wage provisions established through collective bargaining agreements.

The three-man salary panel is expected to meet sometime in the next fortnight and possibly set hearings comparable to those held by the WSB.

A similar group has been set up to investigate commission earnings looking toward the development of a board policy. A tri-parte panel of industry, labor and public members has set hearings for Sept. 18-19 in Washington. They will hear testimony on suggested methods of adjusting wages of salesmen and other employes who derive earnings, either partly or wholly, from commissions.

FLINT... a bustling market... and apt to stay that way!

Take a look at Flint's Saginaw Street. Daily, crowded busy scenes like this testify to Flint's *willingness to buy.* An effective buying income of $6134 per family per year (higher than New York or Chicago) proves the *ability to buy!*

And that's not all. Buick, Chevrolet, AC, Fisher Body and DuPont, with huge production schedules now being filled and huge defense contracts yet to be filled, indicate a continuing, *expanding* buying economy!

Sell your products in this rich market. Sell them for *sure* over Flint's *first* Station, WFDF, now in our 29th year!

(See your latest Hooper for the full story.)

WFDF FLINT MICH

910 Kilocycles

Represented by the Katz Agency

Associated with WOOD Grand Rapids—WEOA Evansville —WFBM & WFBM TV Indianapolis

Coy to Speak

FCC Chairman Wayne Coy will speak Wednesday at the Bridgeport luncheon for broadcast engineers while on an inspection tour of the NBC-RCA experimental UHF station there. Trip is part of the eighth RCA television technical training program, a five-day seminar held chiefly at the RCA-Victor plant in Camden, for broadcast engineers from all parts of the country [BROADCASTING • TELECASTING, Sept. 3].

UHF Symposium

INSTITUTE of Radio Engineers, professional group on broadcast transmission systems, is sponsoring a UHF symposium to be held Sept. 17 at Franklin Institute in Philadelphia. Opening at 10 a.m. with a greeting by Lewis Winner, group chairman, the program will include addresses by George H. Brown, of RCA Labs, William Sayer Jr. and Elliott Mehrbach of Allen B. DuMont Labs; R. A. Sodermand and F. D. Lewis, General Radio Co.; L. O. Krause, General Electric Co.; W. B. Whalley, Sylvania Physics Labs; Raymond Guy, of NBC; J. M. DeBell Jr., DuMont, and Frederick W. Smith, NBC.

In Northern California

MORE PEOPLE LISTEN — more often — to KNBC

than to any other radio station

KNBC's 50,000 watt *Non-Directional* transmitter reaches *all the markets* of Northern California...

KNBC has the *biggest and most loyal* audience in the San Francisco-Oakland Metropolitan Market — the *seventh largest, fastest-growing* major market in America.

And as a plus, KNBC penetrates all the rich, fast-growing markets *throughout* Northern California. PLUS MARKETS like Stockton-Modesto, Ukiah-Mendocino, Napa-Santa Rosa, Santa Cruz-Monterey, Sacramento, San Jose-Santa Clara, and Eureka-Humboldt County.

ONLY KNBC can reach *all* these markets — in *one, big economical package*. KNBC sales reps will show you how...

KNBC delivers MORE PEOPLE (in one package!) — at LESS COST per thousand — than any other advertising medium in Northern California.

PLUS-Market Case History
San Jose-Santa Clara

- Population — 288,938, an increase of 65.2% from 1940-1950
- Effective Buying Income* — $415,346,000, an increase of 166.4%
- Retail Sales* — $302,670,000, up 206.2%
- KNBC Audience — Week after week, almost *nine-tenths* (89%) of the radio families listen regularly to KNBC

**Sales Management's 1951 Survey of Buying Power*

KNBC

Northern California's NO. 1 Advertising Medium

50,000 Watts — 680 K.C. San Francisco Represented by NBC Spot Sales

ANA Lobs Rock

(Continued from page 24)

centage to run from 5% of the WSM Nashville audience to 69% of the audience of WBAL Baltimore; the CBS list shows a range for TV homes from 11% of the radio homes reached by WWL New Orleans to 71% of those reached by WEEI Boston.

Mr. Ryan issued the following statement:

In the interests of sound advertising and fair evaluation of media, BAB opposes any attempt to influence either the buyers or sellers of advertising by means of incomplete or superficial study of media problems. BAB consistently and publicly has offered its facilities, resources and technical assistance to any group with a sincere interest in true evaluation of the radio medium and radio's relationship with the other complementary major media.

This new report by the ANA cannot, by itself, seriously affect advertising decisions. It is significant mainly because, with its two predecessor reports, it is part of the ANA's organized effort to assist its members in the general area of comparative media values that so far has been restricted entirely to the problem of radio time values.

This new report is not valid unless advertisers using it are willing to rely completely on several questionable assumptions. BAB has started a thorough study of the report and its possible usefulness and will shortly issue a formal memorandum describing its main technical and other limitations.

NOW! THE IMPORTANT, PRACTICAL BOOK FOR YOU—AT POPULAR PRICE

Theory and Design of Directional Antennas

By CARL E. SMITH, B.S., M.S., E.E.

117 Pages—8½ x 11"—Paper Cover
Punched for 3-ring Binder

Carl E. Smith

Here is a complete and authoritative disclosure of the theory and practical design of the shape and size of directional antenna systems, and the design of feeder systems.

The National Association of Broadcasters, Department of Engineering, states in their 1949 edition of the NAB Engineering Handbook (where this material was first published) —

"The NAB Department of Engineering presents this material with a twofold objective: first, that professional engineers may find in their work, with respect to directional antenna systems, a common understanding of the basic principles of design; and, second, **that the broadcast engineer charged with the operation and maintenance of a directional antenna system, no matter how complex, will better understand its design and operation, which understanding in turn will pay high dividends through more efficient, economical and consistent broadcast service.**"

This book is planned for the professional radio engineer, the broadcast engineer, the broadcast technician, and the student of broadcast engineering, who desires a practical approach to directional antenna design. MOST OF THE MATERIAL THEREIN HAS NEVER BEFORE BEEN MADE AVAILABLE IN BOOK FORM.

The treatment of the subject material is both quantitative and qualitative in nature; it is of college level, and the professional radio engineer—the technically trained broadcast engineer—the technician—the advanced student of radio engineering should have no difficulty in grasping and applying the principles found therein. The problem examples and the solutions thereof—plentifully supplied—offer the practice so much desired. Order Your Copy Today!

"THEORY AND DESIGN OF DIRECTIONAL ANTENNAS" is the companion book to Smith's "DIRECTIONAL ANTENNAS", the unprecedented and now famous work, published in 1946 by Cleveland Institute of Radio Electronics, which includes 238 pages containing more than 15,000 systematized patterns, together with a theoretical treatment of general design equations and how these equations are applied to pattern systematization. (A limited quantity of Smith's "Directional Antennas" are still available at $15.00 per copy, postpaid.)

Partial Table of Contents

1. Fundamental Properties
2. General Treatment
3. Control of Pattern Shape
4. Control of Pattern Size
   a. General design equations for power flow integration method
   b. Mutual Resistance method of determining pattern size
   c. Driving point impedance method of determining pattern size
   d. Horizontal rms power gain of a directional antenna array
   e. Efficiency of directional antennas
5. Feeder System Design

APPENDIX A

Twenty pages of mutual impedance curves between vertical antennas of equal and also of unequal heights, for spacing out to 600 degrees. Covers most cases encountered in design problems of directional antenna systems.

APPENDIX B

Ten pages of systematized two-tower directional antenna patterns for tower spacings out to 1440 degrees. Also presents a more detailed systemization for tower spacings out to 360 degrees.

CLIP THIS COUPON

Cleveland Institute of Radio Electronics
Desk 9-10
4900 Euclid Ave., Cleveland 3, Ohio

Enclosed herewith is my remittance of $3.00 to cover cost, including postage, of Smith's "Theory and Design of Directional Antennas." I understand that if I am not entirely satisfied after five days inspection, I may return the book and you will refund the entire purchase price. PLEASE PRINT.

Name .....

Address .....

City..... Zone.....State.....

PLEASE REMIT BY CHECK OR MONEY ORDER. DO NOT ENCLOSE CURRENCY.

HENNOCK HEARING

McCarran Absent, Date Unset

THE ABSENCE of Chairman Pat McCarran (D-Nev.) of the Senate Judiciary Committee from the Capitol Hill scene, together with the possibility of prolonged Japanese peace treaty activities, may conspire to further delay hearing on the judgeship nomination of FCC Comr. Frieda Hennock.

That was the unofficial word last week from both the committee and the Senator's office on confirmation proceedings for which a new date still hung in the balance.

Authorities expressed little hope that the hearing before the full committee could be held before Sept. 14 at the earliest—if not later—because of Chairman McCarran's presence at the peace treaty conference.

The Senator is not expected back in his office before mid-week, after which details would have to be arranged for the session and advance notice given to parties expressing an interest in the hearing.

In any event, two factors stood out in bold relief last week: (1) the committee may have to proceed with reasonable speed to meet the Oct. 1 target date set for Congressional adjournment; (2) prolongation of the Japanese treaty observances conceivably could delay the hearing date even longer, should Chairman McCarran decide to remain on the West Coast.

Committee spokesmen reported a considerable flow of inquiries from individuals and groups asking that they be notified in advance of the hearing date. Some have expressed interest in testifying personally before the committee, though their identities were not divulged.

FCC Chairman Wayne Coy and Comr. Paul A. Walker are expected to testify from the Commission [CLOSED CIRCUIT, Sept. 3].

There also was an inkling that the hearing not only may be delayed but protracted beyond one morning or afternoon session on the basis of the wide open procedure the committee had indicated it will follow.

MACY'S EVENT

Puts Fair on WOV

PIAZZA ARALDO — known to New Yorkers as Herald Square and the site of Macy's Department Store—becomes the scene of an Italian fair, featuring over 1,000 products made in Italy.

The department store has signed with WOV New York, bilingual independent, for coverage of opening festivities from 1-1:30 p.m., EDT, today (Monday). Dian Baldi and Giorgio Padovani, WOV commentators, will interview officials, guests, and shoppers—both live and on tape—for immediate as well as future broadcast. The independent station, transmitting both English and Italian languages, is beamed at an audience of over 2,100,000 in the greater New York area, station reports.

Combination sale and exposition of merchandise valued in excess of $1,000,000 was 18 months in planning. Some 30 buyers were sent to Italy to obtain Venitian glass, modern ceramics, religious articles, jewelry, gloves, playing cards, leather goods, clothing, foods and wines, linens and toys. The fair, called "Italy in Macy's U. S. A.," will last until Sept. 22 and will feature sales personnel in Italian costume as well as four Italian craftsmen demonstrating their skills.

TAX PROPOSALS

May Aid Industry Growth

THE SENATE Finance Committee last week cut a wide swath in the maze of tax proposals confronting it, but early Friday had not cleared the major hurdle of excess profit levies.

It was learned, however, that committee members were considering write-in provisions designed to soften the blow on television and other so-called "growth" companies which have suffered hardships under the present law.

The fate of broadcasters had not been determined by the committee late Thursday, though it was speculated that some relief would be granted them as recommended by industry authorities in hearings before the Senate Finance Committee [BROADCASTING • TELECASTING, July 30]. That reportedly was the unofficial consensus of some committeemen.

PINZA-NBC PACT

Signed for Three Years

BASSO Ezio Pinza and NBC were reported last week to have come to agreement for a long-term contract assuring the network of the artist's exclusive radio and television services. Contract would be firm for three years, with a two year option provided to the broadcasting company.

Terms assured the singer of a $5,000 fee for his television appearances and $2,500 for each guest show he might make on radio. Mr. Pinza was slated to serve as master of ceremonies Saturday when the *All Star Revue* returned to the air from 8-9 p.m. EDT, over NBC-TV.

The contract remained unsigned at week's end.

Fry Nuptials

NANCY FRY, daughter of Mr. and Mrs. Kenneth Fry, was to be married last Saturday (Sept. 8) to Joseph William Moran at the Church of the Transfiguration ("Little Church Around the Corner") in New York City. Mr. Fry is radio-TV director of the Democratic National Committee.

What's Louisville Got-

BESIDE

The Kentucky Derby?!?

The Louisville Metropolitan Area ranks 28th in America in Net Effective Buying Income.*

WAVE has a Daytime BMB Audience of 238,490 families. Its BMB Area has an Effective Buying Income of more than one-and-a-half billion dollars — or 66.6% *as much as the entire State of Kentucky!*

WAVE-TV was first in Kentucky by more than a year . . . is now a third-year veteran, preferred by the majority of the 91,987 TV set-owners in and around Louisville. WAVE-TV is Channel 5 . . . features outstanding local programming as well as NBC, ABC and Dumont.

Ask Free & Peters for the whole WAVE story, *today!*

**Sales Management Survey of Buying Power, May 10, 1951*

WAVE AM TV

WAVE* has a Daytime BMB Audience of 238,490 families in Kentucky and Southern Indiana. This area has an Effective Buying Income of $1.70 billion, as against $2.56 billion for the entire State. The Effective Buying Income within WAVE's Daytime BMB counties is 151.6% of the Income in those Kentucky counties in which WAVE does NOT have a BMB audience!

**The WAVE-TV Coverage Area contains 334,000 families.*

LOUISVILLE

FREE & PETERS, INC.
Exclusive National Representatives

KELP, KBMX

Station Sales Are Reported

SALE OF KELP El Paso, Tex., to Barton and Gordon McLendon, majority owners of the Liberty Broadcasting System, was announced last week. Also reported was the sale of KBMX Coalinga, Calif.

The McLendons are leasing the equipment and studios of the 1-kw daytimer KELP (920 kc) for five years at a rental of $497 per month. Lease also includes an option at the end of that term to extend rental for another three years or purchase of the equipment and studios for $3,000.

They also agree to underwrite the losses of KELP while the transfer application is being considered by the FCC. Upon FCC approval, they agree to assume all obligations up to $6,000.

KELP licensee is Paso Broadcasting Co., of which Raymond T. Richey is president. Purchase is being made in the name of Trinity Broadcasting Corp., licensee of KLIF Oak Cliff, Tex., suburb of Dallas. This 5-kw station on 1190 kc is wholly owned by the McLendons. The McLendons and Houston oilman H. R. Cullen own LBS, founded in 1948 and now embracing more than 430 affiliates [BROADCASTING • TELECASTING, Aug. 13].

With price of $22,000, KBMX was sold by Benjamin M. Bowman and family to John H. Thatcher, Crescent City, Calif., subject to FCC approval. Sale of the 500-w daytime station on 1470 kc was negotiated by Blackburn-Hamilton Co., station broker. Mr. Thatcher is now co-owner of a plywood mill in Port Angeles, Wash., and was at one time financially interested in KSEM Moses Lake and KPUG Bellingham, Wash.

N. Y. AD CLUB

Radio-TV Clinic Slated

RALPH WEIL, general manager, WOV New York, will serve as director of the radio and television clinic following the conclusion of the series of 27 lectures which initiates the 28th annual advertising and selling course of the Advertising Club of New York.

Course, which will start Oct. 15, will include lecturers on "Broadcasting—Present and Future" by Louis Hausman, CBS Radio Div. administrative vice president; on "Television as an Advertising Medium" by Glenn Gundell, director of advertising, National Dairy Products Corp., and on "Qualifications for Salesmanship" by Edgar Kobak, business consultant.

Radio and television clinic, starting in February concurrently with other clinics on sales promotion, better selling copy, advertising production and research, will include sessions on "Audience Measurement" conducted by Dr. Sydney Roslow, director, The Pulse Inc.; "Radio and TV Programming" by Rodney Erickson, manager, radio and TV department, Young & Rubicam; "Time Buying" by C. E. Midgley Jr., director of radio and television media, Ted Bates Co.; "Commercial Radio and TV Writing" by Joseph A. Moran, Young & Rubicam vice president and associate director of radio and television; "Audience Promotion and Merchandising" by John Cowden, operations director of advertising and sales promotion, CBS Television Division; "Television Production Problems", by Nicholas Keesely, vice president in charge of radio and television, Lennen & Mitchell.

Course of 27 lectures and six clinic sessions will be held Monday and Thursday, 6:15-7:15 p.m. at 29 W. 39th St., New York. Fee for the full course is $25.

Mr. 5,000,000

FIVE - MILLIONTH visitor has been clocked into the RCA Exhibition Hall in Rockefeller Center, New York. One of the most popular features for persons touring the Hall is the closed-circuit system that enables visitors to see themselves on TV. The five-millionth visitor, Donald Swanks, of Adrian, Mich., was presented with a 19-inch console television set and 45 rpm record player by Frank M. Folsom, president of RCA.

Mr. Gordon Gray, vice president

To serve you better, The Goodwill Stations...WJR Detroit, WGAR Cleveland and KMPC Los Angeles . . . have opened an Eastern Office with Gordon Gray, vice president, in charge. We welcome the opportunity to be of greater service to our advertisers.

NATIONAL REPRESENTATIVES:

Continuing to represent WJR Detroit and WGAR Cleveland...
Edward Petry & Company;
KMPC Los Angeles . . . H. R. Representatives, Inc.

THE GOODWILL STATIONS

WJR DETROIT WGAR CLEVELAND KMPC LOS ANGELES

SAFETY OATHS

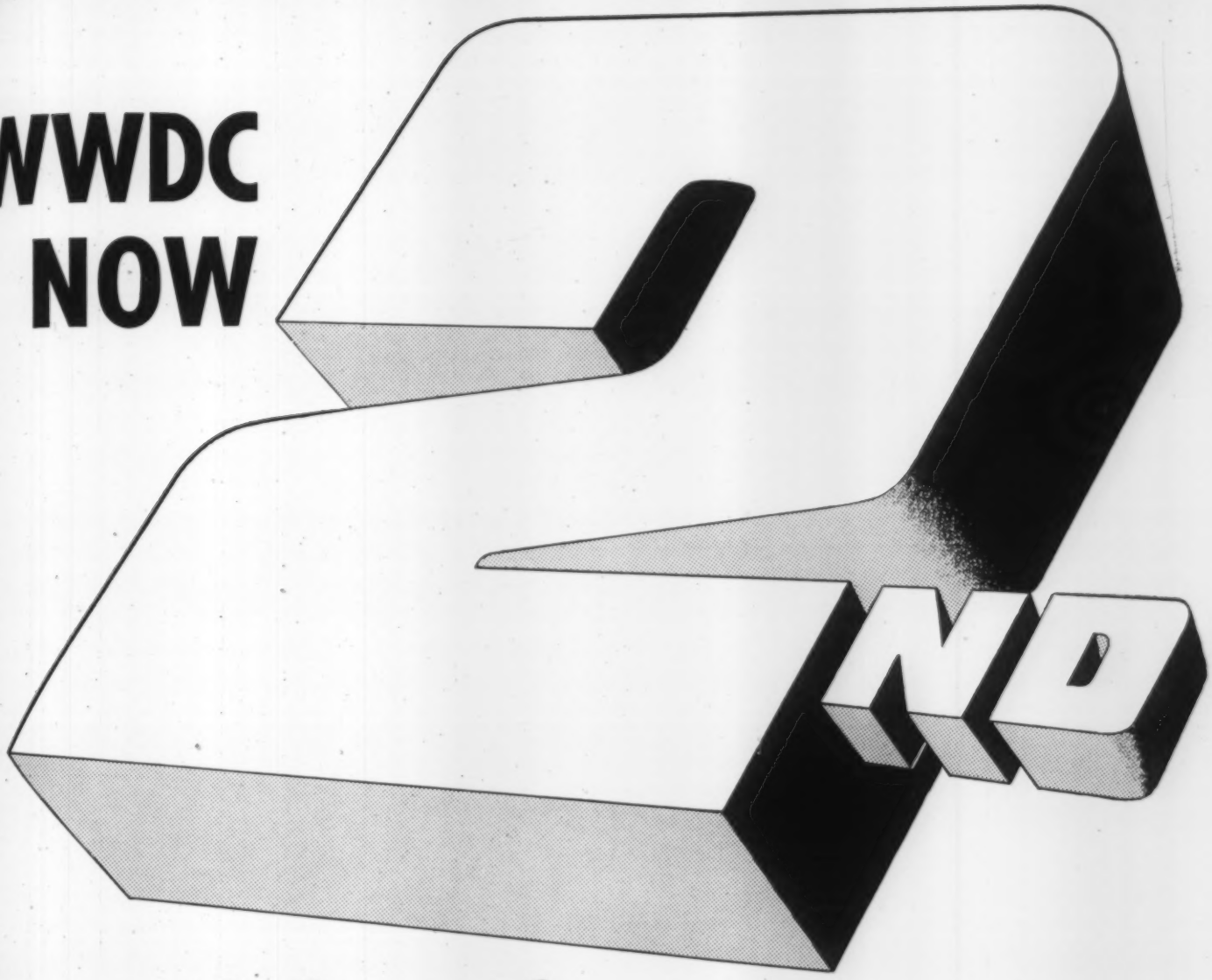
WTCN-AM-TV Sets Coverage

STATEWIDE induction of some 20,000 youths comprising a school safety patrol will be given ceremonious coverage Sept. 18 in a half-hour radio-TV broadcast by WTCN-AM-TV Minneapolis-St. Paul from the Minnesota State Fair Grounds grandstand.

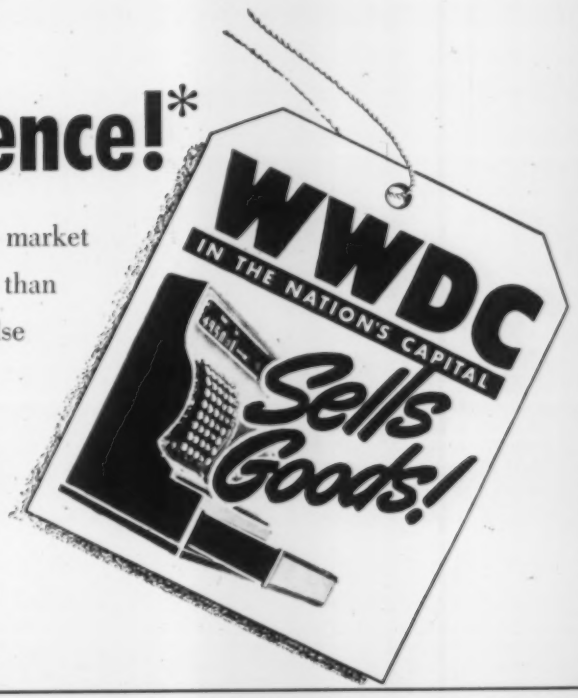
The WTCN radio program will be fed to a statewide network of 22 stations, most of them members of the Upper Midwest Broadcasting System, beginning at 1:30 p.m. The American Legion will install radio loudspeakers and, in some instances, TV sets in schools within the Twin Cities area, with about 6,700 Twin Cities youngsters among those to be sworn in by Governor - encumbent C. Elmer Anderson.

Members of Upper Midwest planning to carry the program are: KBMW Breckinridge, KNUJ New Ulm, KLER Rochester, KXRA Alexandra, KAUS Austin, KBUN Bemidji, KLIZ Brainerd KROX Crookston, WDSM Duluth, WEVE Eveleth, KSUM Fairmont, KDHL Faribault, KTOE Mankato, KMHL Marshall, KVOX Moorehead, KFAM St. Cloud, KWLM Willmar, and KWNO Winona. Others include KWAD Wadena, KWOA Worthington and KBZY Grand Rapids, all Minnesota.

WWDC NOW



in total share of Washington audience!*



And that's going some! The Washington, D. C. radio market is the most highly competitive in the country. No less than 17 stations crowd the Washington area. The latest Pulse survey shows WWDC as *second* in total share of audience! And at WWDC's low rates, it's really *first*—on a results-producing basis. It means that in Washington, your best advertising buy is WWDC. Just get all the facts from your John Blair man.

*Pulse: May-June, 1951; 6 A.M. to Midnight

RADIO-TV GOODS

Steel, Aluminum Quotas Up

PRODUCTION of radio-TV appliances and other semi-essential consumer durable goods will remain at substantially the same level during the fourth quarter of 1951 (October through December), government officials indicated last week.

Available steel and aluminum—two key materials under the government's Controlled Materials Plan—for radio-television sets and phonographs will be somewhat larger for the remaining months under plans outlined last week.

The copper situation will remain acute, dependent upon the outcome of the strike which has paralyzed about 95% of the nation's producers and related manufacturers [BROADCASTING • TELECASTING, Sept. 3].

In a news conference held Wednesday by Manly Fleischmann, administrator of the Defense Production Administration and National Production Authority, fourth-quarter allotments for steel, copper and aluminum were mapped.

Mr. Fleischmann said:

Allotments, plus raw materials still in the hands of manufacturers and suppliers of finished products . . . will be adequate to meet normal demands during this period and so provide reasonable employment for those who are dependent upon the continued production and distribution of consumer durable goods. The highest allotments were made to those industries which have a heavy share of military orders or which are producing goods essential to defense industries. Other products must be supported . . . because they are important to public welfare, health or safety.

Radio-TV appliances were not included in an essentiality list issued by the NPA's Consumer Goods Division, but were tabled in requirements compiled by the agency's claimant group, the Electronics Products Division.

Electronic durables fared better than the average for "essential consumer durable goods," which were cut to 58% of the base period for steel, 54% for copper and about 46% for aluminum. Home radio, TV and record-player sets as distinguished from commercial equipment, such as transmitters, will receive about 65%, 54% and 48%, respectively.

The fourth-quarter breakdown shows the following data:

Steel—79,804 tons, compared to 72,550 for the third quarter; copper—33,385,000 pounds compared to 31,965,000 for the present period; aluminum—16,700,000 pounds as against 15,750,000 for the present three months ending Oct. 1.

The increase for steel and aluminum was made, according to NPA authorities, to bring radio-TV up to the same level as that for other consumer hard goods.

Previous metal percentages for these civilian items during the third quarter had a range cutbacks from 70% for iron and steel through 60% for copper to an even 50% for aluminum—comprising consumer products only recently placed under CMP.

More significantly, on the basis of allotments compiled by NPA's Consumer Goods Division, electronics tops the copper and aluminum categories for all other civilian goods during the the fourth quarter and is second only to "household refrigerators" in the matter of steel tonnage.

Specific Allocations

There were some specific allocations of structural steel during the forthcoming period. Firms receiving allotments for defense (Army, Navy, Air Force) expansion programs included the Magnavox Co., Webster Electric Co., Amprex Electronic Corp., Westinghouse Electric Corp., the Baldwin Co., General Precision Lab., and others.

Reviewing the materials problem, Mr. Fleischmann said that steel (used in radio-TV towers and transmitter construction) will continue scarce during the first four months of 1952. Demand is expected to remain far ahead (about 200%) of available supply.

The copper strike dominated the news conference. Mr. Fleischmann termed the situation "terribly acute"—primarily because of the copper strike. His agency has notified producers to give priority to "essential needs." If the strike continues, he added, fourth quarter allotments already set will have to be drastically curtailed.

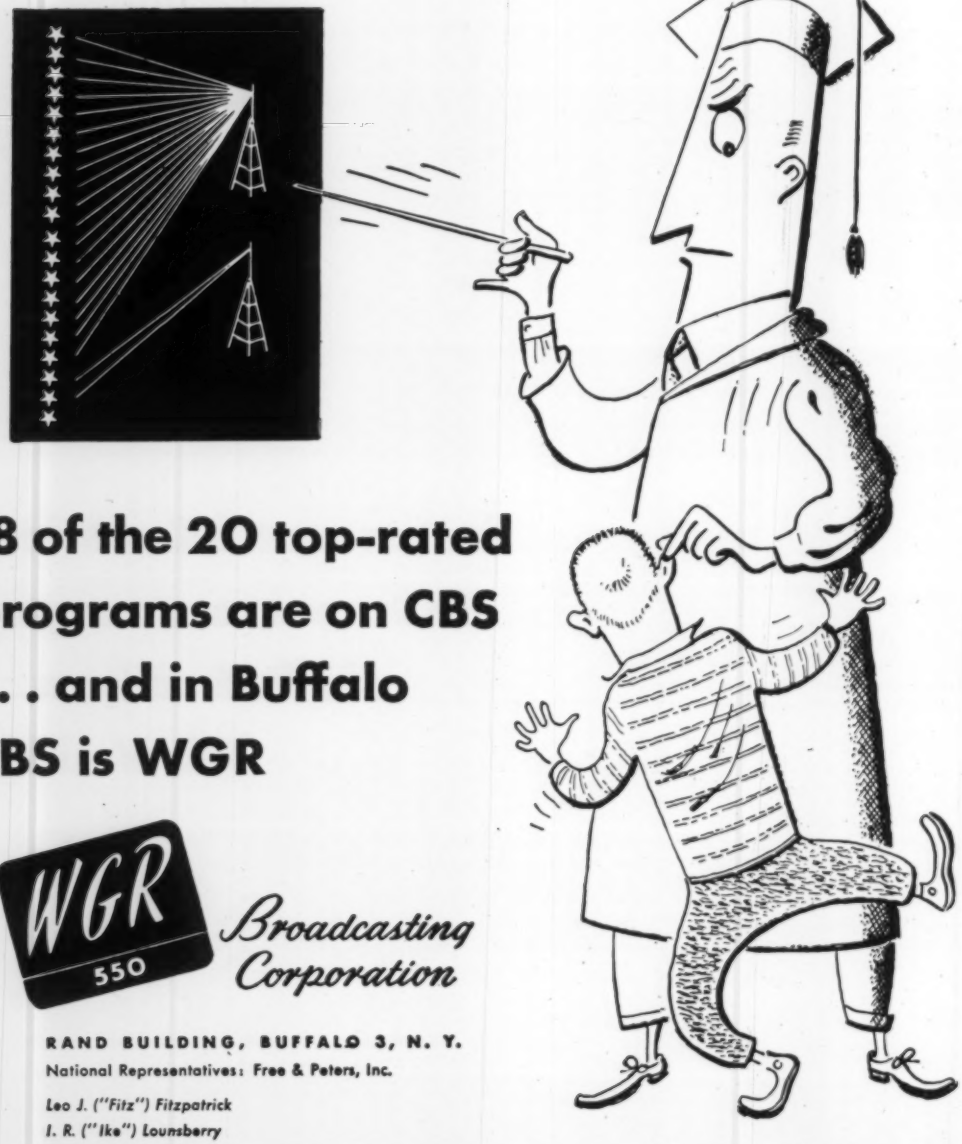
The government has found it difficult to maintain the flow of metals to consumer goods because of the walkout, he said.

In the case of structural steel for commercial construction and other purposes, Mr. Fleischmann

(Continued on page 44)

Truman's Train

SPECIAL communications railroad car with all the latest devices for two-way transmission will be ready this fall for President Truman's train travels. The White House said the car was built under an Army Signal Corps contract with a St. Louis firm. It has been sent to an electronics manufacturer for installation of equipment. Joseph Short, press secretary, said it may be a couple of months before the car is ready for use. The car will replace an old converted baggage car used since 1942 for communications.



18 of the 20 top-rated programs are on CBS . . . and in Buffalo CBS is WGR

WGR 550 *Broadcasting Corporation*

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick

I. R. ("Ike") Lounsberry

5000 WATTS
1320 KC

KELO

NBC AFFILIATE

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

THE ABUNDANT LIFE

greater than ever in*

SOUTH DAKOTA

* PER CAPITA INCOME - UP 18%

IN THE RICH SIOUX FALLS MARKET KELO INFLUENCE ON BUYING HABITS IS GREATER BY FAR THAN ANY OTHER ADVERTISING MEDIUM

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

Radio-TV Goods

(Continued from page 42)

made plain that "projects not approved are not being permanently denied," but only "deferred." Broadcasters who contemplate new building or major alterations fall under this category, as previously outlined [BROADCASTING • TELECASTING, Sept. 3]. Only 11% of requested allotments have been granted in terms of steel tonnage, NPA said.

The copper situation became more acute with each passing day. President Truman asked Atty. Gen. J. Howard McGrath on Tuesday to apply for an injunction in a move to curtail the national strike. The injunction was sought against the International Union of Mine, Mill & Smelter Workers and affiliated AFL unions "in the interest of the public health and safety."

At the same time the government announced a program for conserving structural steel and other materials used in building construction.

DPA suggested a standards guide of recommended conservation practices for builders who "want to minimize delay." The program is backed by Defense Mobilizer Charles Wilson and 17 government agencies participating in the mobilization effort.

SET SALES DRIVE

Omaha Campaign Underway

NEBRASKA - IOWA Electrical Council in late August began sponsorship of a saturation spot campaign on radio stations to stimulate television set sales.

Spread over 42 days, the campaign will use over 800 spot announcements. More than half of the spots are reported scheduled on WOW Omaha, with the remainder slated for KFAB KOIL KBON KOWH Omaha.

SAG APPEALS

Two Appear at Senate Hearing

ASSERTING that its members were being deprived of jobs under the Taft-Hartley Act, the Screen Actors Guild sent two representatives to Washington Aug. 27-28 to seek modification of union membership requirements. The representatives, actor Richard Carlson, and John Dales Jr., executive secretary of the guild, appeared before a subcommittee of the Senate Labor Committee, headed by Sen. Hubert Humphrey (D-Minn.).

The actors' union maintains that the law, since it permits an individual to work 30 days before having to apply for union membership, allows "thousands of casuals" who have no serious intention of becoming professional actors to take a great number of one- to three-day jobs away from the small bit players in Hollywood. The guild wants the 30-day clause to be dropped or at least reduced to a few days.

SAG will begin collective bargaining negotiations with motion picture producers Sept. 17 [BROADCASTING • TELECASTING, Sept. 3], and to protect small bit players will demand an employment preference clause as part of its new basic work contract.

National Nielsen Ratings Top Radio Programs

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

EXTRA-WEEK July 28-August 4, 1951
EVENING, ONCE-A-WEEK
NIELSEN-RATING*

CURRENT RANK	PROGRAM	CURRENT RATING HOMES %
1	Big Story (NBC)	6.5
2	Romance (CBS)	6.5
3	Screen Directors Playhouse (NBC)	6.2
4	Mr. District Attorney (ABC)	5.8
5	Dragnet (NBC	5.7
6	Broadway Is My Beat (CBS)	5.7
7	Mr. and Mrs. North (CBS)	5.6
8	Private Files of Rex Saunders (NBC)	5.5
9	Voice of Firestone (NBC)	5.3
10	Counter-Spy (NBC)	5.2

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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MEXICO TOPS

In L. A. Radio-TV Progress

GREATEST radio and TV development among Latin American nations has occurred in Mexico, Judge Justin Miller, NARTB board chairman and general counsel, reported Friday after an inspection trip that took him to nine countries.

Judge Miller made the tour as representative of the Office of International Information, Dept. of State, and as a member of the U. S. Advisory Commission on Information. He said radio in Colombia is under government censorship and Brazil demands a daily hour of government news popularly known as the "Hour of Silence." Argentina operates all radio stations in the country and is planning government TV outlets, he said.

In Uruguay broadcasters are planning a cooperatively owned television outlet, Judge Miller continued. He said two TV stations are operating in Mexico, one in Cuba and two in Rio de Janeiro.

Latin broadcasters appreciate United States participation in Inter-American Assn. of Broadcasters, he added.

HOGAN FACSIMILE

Jap Press Gets License

JIJI Press in Japan has been granted an exclusive license for use of Hogan facsimile equipment in Japan, Korea, Formosa, and Okinawa, according to John V. L. Hogan, president, Faximile Inc.

The Japanese agency, which specializes in economic news, will use facsimile to distribute its information to subscribing newspapers over telegraph circuits. Individual subscribers will receive service either by wire or FM.

KSL...dominates radio in Salt Lake City and is alone in giving complete coverage of the entire Salt Lake wholesale market!

BACKGROUND FOR

The Southwest is a great and growing market. WOAI covers this market with its 50,000 watt clear-channel voice better, far better, than any other advertising medium. BMB shows 395,350 families listen to WOAI daytime - 740,700 families listen evenings - latest Hooper shows WOAI leading day and night! Daytime, WOAI leads in 34 of 40 rated ¼ hr. periods! Dollar for dollar, there's not a better advertising buy!

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

NBC-TQN

San Antonio

25th AMERICA'S FASTEST GROWING MAJOR CITY

Represented Nationally by

EDWARD PETRY & COMPANY, INC.

NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT

NINE-MAN STAFF

WIRC Explains at Roanoke

HOW does a 1,000-w daytime AM station operate with a total staff of nine?

The story was told in detail by Edmond H. Smith Jr., general manager of WIRC Hickory, N. C., during the NARTB District 4 meeting at Roanoke, Va. [BROADCASTING • TELECASTING, Aug. 27].

Speaking during a panel discussion, Mr. Smith said the staff is closely knit and versatile, sharing overflows of work among departments. There is little overtime, he said, and normal working hours prevail for all but the general manager and women's editor, who is Margaret A. Smith. These two are principal owners.

During the summer WIRC needs no temporary or parttime help as staff members assume relief duties. Major work load is centered in programming and selling. The programming formula calls for five special talent programs daily, plus local news coverage in a five-county area seven days a week. The general manager and women's editor handle most news coverage, aside from a parttime string correspondent who phones news every day.

Sales activity in the competitive market involves much personal contact, Mr. Smith said, with national spot a secondary, extra effort of the general manager.

Here is his detailed story of the nine staff jobs:

BUSINESS DEPARTMENT

(a) *General Manager*—In addition to routine business management, he apportions his time mostly to active selling of local advertising, servicing of important accounts, writing spot area news and writing occasional commercial copy. He also handles station promotion, public relations and supervises programming. News contacts and public relations involve attendance at all major civic or governmental meetings. The overnight spot local newscast each weekday morning is presented by staff announcers. But it requires the General Manager to assemble and write most of the copy between 7-7:45 a.m. He is now well accustomed to early rising for this chore. Chief engineer, designated as assistant manager, pinch hits in the manager's absence on most of the above activities. He also prepares all FCC technical reports and handles equipment purchases.

(b) *Bookkeeper - Receptionist*—Does all accounting except the annual audit. She supplies monthly statements, handles all commercial billing, shares telephone answering with the program personnel and conducts over the counter visitor business. The bookkeeper also types most traffic orders, but does not take dictation for correspondence. WIRC staff members mostly write their own business letters.

BAB'S headquarters crew at Roanoke NARTB district meeting consisted of (l to r) Lee Hart, head of Chicago office; Edgar Kobak, board chairman, and William B. Ryan, president.

PROGRAM DEPARTMENT

(a) *Women's Editor*—Devotes about half her work day to her three air shows—*Woman's World*, *Make Believe Time* and *Stork Club*. The first is the society-women's news commentary, the second is a children's story record program and the third is news of births from three counties. The other half of Margaret Smith's day is absorbed mostly by writing spot news for the 12:30 p.m. midday news and for the late afternoon *Home Final;* also by copy writing, script writing and general program department details. She represents WIRC in the leading women's organizations by active membership and attendance.

(b) *Traffic-Program Manager*—Types the program schedule on the transmitter logs in advance, making several carbon copies for studio use. She also files complete announcer books for every air shift, maintaining the files of all formats, commercial copy and library scripts. Mrs. Padgett does her scheduling from traffic orders, but is so skilled at keeping competitive advertising apart that the sales department often leaves it to her to select the best availabilities for short-notice spot schedules. She also keeps the talent mail count, helps answer the telephone and does her own feminine hillbilly disc jockey half-hour show each afternoon, Monday through Friday. Her work week is 40 hours.

(c) *Staff announcers*—The two staff announcers are employed on a basis of a 40- to 50-hour work week, including overtime as necessary. They actually average about 41 hours weekly. The relief announcer-salesman is paid a basic salary in the program department for these principal duties: two full relief shifts each week-end and copy writing. Otherwise, he is on his own time as an outside com-

(Continued on page 74)

Want Results?

Then take a tip from what one top advertising agency has to say...

"For our florabunda offer, which ran on WGN for a cost of $746.50, WGN sold 1706 orders, bringing the order cost to an all time low of only 44 cents.

On the climbing roses, for an expenditure of $1119.00, WGN sold 2630 orders, making the order cost here 43 cents.

This is one more reason why our agency and any advertiser represented by us will always wish to use the facilities of WGN."

WGN . . . still reaching more homes per week than any other Chicago station . . . 1949 BMB

A Clear Channel Station . . .
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago office for
Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office:
220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Representatives: Geo. P. Hollingbery Co.
Los Angeles — 411 W. 5th Street
Atlanta — 223 Peach Street
New York — 500 5th Avenue
Chicago — 307 N. Michigan Avenue
San Francisco — 400 Montgomery Street
Advertising Solicitors for All Other Cities

WSIX

ABC
5000 WATTS
980 K.C.

NASHVILLE, TENNESSEE

★

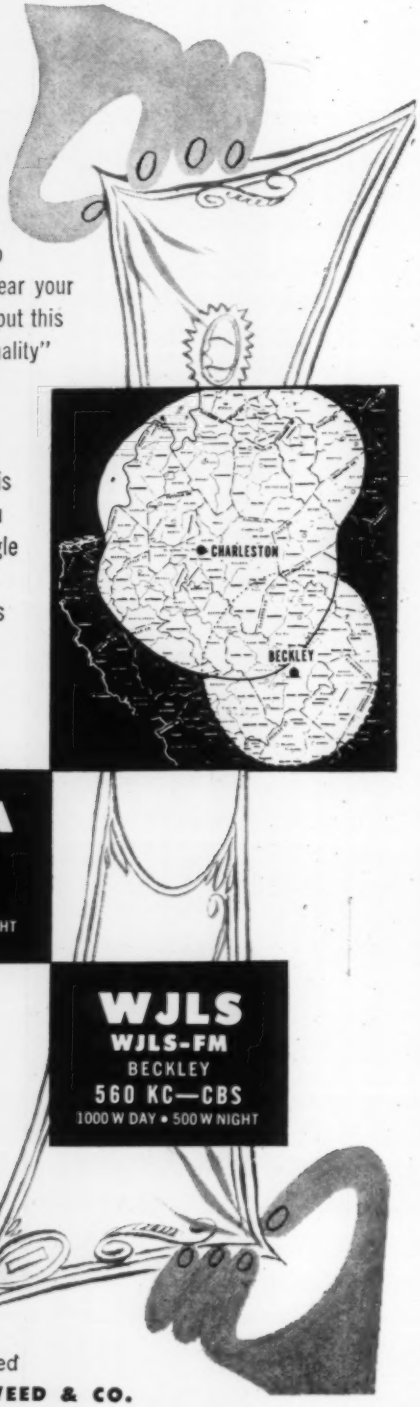
Announces
the immediate appointment
of the

George P. Hollingbery Company

as exclusive
national representatives

in West Virginia . . .

your dollar goes farther with "personality"



More than a million West Virginians, (with a half-billion dollars to spend annually) can hear your sales story when you put this potent pair of "Personality" Stations to work for you. And WKNA and WJLS are yours at a combination rate that is about the same as you would pay for any single comparable station in either locality. Make us prove it!

WKNA
WKNA-FM
CHARLESTON
950 KC—ABC
5000 W DAY • 1000 W NIGHT

WJLS
WJLS-FM
BECKLEY
560 KC—CBS
1000 W DAY • 500 W NIGHT

the personality stations

Joe L. Smith, Jr., Incorporated
Represented nationally by **WEED & CO.**

REGULATION W

Federal Reserve Plans To Curb Abuses

A MODIFICATION of Regulation W was under study by the Federal Reserve Board last week, looking toward move literal compliance with down payment provisions on installment purchases.

Action is being taken on the basis of complaints that some dealers have used the newer, less severe credit terms to competitive price advantage in terms of advertising and selling practices.

The charge also was pointed up by the National Appliance & Radio Dealers Assn., which called on manufacturers to help "clean this situation up" lest the "many, clean, legitimate retailers" suffer for the abuses of a few. Mort Farr, NARDA president, also urged Congress and the reserve board to take appropriate action.

Many dealers "advertised no down payment, exaggerated the meaning of the new credit terms, encouraged customers to make purchases without getting cash equity in the merchandise," Mr. Farr stated in his letter to manufacturers.

Specifically, complaints received by FRB and Congress, allege that trade-ins have little actual value and that they are, in effect, concealed discounts. The FRB is not concerned with the discount phase but is known to be skeptical over ad practices which tend to devaluate trade-ins under terms of Regulation W. An "over-allowance" applied to down payments would violate the spirit of the regulation, it was stressed.

Past Relaxations

The board last month amended the regulation to provide for a 15% down payment on radio-TV sets and a maturity date of 18 months, with provision that trade-ins could be applied as down payment. The government had relaxed restrictions requiring 25% down payments and 15 months' maturity date after protests from the manufacturing industry and other groups.

With respect to the imminent clarification, board spokesmen noted that it would be impracticable to develop an interpretation which would require an evaluation of trade-ins at the time of purchases.

What does pend, however, is a modification spelling out in broad terms that so-called "over-allowances" applied as down payments would violate the intent of Regulation W—the objective of restraining credit purchases. What language the amendment would take was not known last week.

FRB decided to take action after conferring with members of the Senate Banking & Currency Committee the past fortnight, it was learned. Board officials had sought to determine whether the trade-in provision represented the clear intent of the committee before Congress adopted the less stringent credit rules.

The committee advised the board it would take no further action pending revision of Regulation W by FRB itself. At the same time it also was pointed out that any formal complaints involving advertising abuses would fall within the jurisdiction of the Federal Trade Commission. FTC had no official comment last week.

Mr. Farr asked manufacturers to carefully monitor all dealer advertising and deny cooperative funds for "advertising that discredits our industry." Set-makers should seek out "exaggerations and misinterpretations" of new credit terms, he added. He also sent copies to the board and Senate Finance Committee, which passed them on to the Senate Banking group.

SCBA SERIES

National Promotion Slated

SOUTHERN California radio, with millions of automobile sets, skyrocketing population, growing in-home and out-of-home listening and low rates, is "different."

Just how different will be told to the agencies and advertisers in New York, Chicago, Cincinnati and Minneapolis in a series of presentations by the Southern California Broadcasters Assn. starting Sept. 24 and continuing through Oct. 12.

Presentations will be delivered by Robert J. McAndrews, SCBA managing director, with several sales representatives of Southern California stations participating in each meeting. Station representatives are working in committees to schedule several meetings daily.

Broadcast Advertising Bureau, New York, is hosting a new reception in New York on Sept. 24 at which the representation will be previewed. Personnel of station representatives organizations will hold a luncheon meeting that same day for similar purposes.

Planned by SCBA sales promotion committee under chairmanship of Kevin Sweeney, sales manager KFI, Los Angeles, this is believed to be the first time that a regional group of competitive stations have banded together for a major cooperative sales campaign in key spot buying centers.

Lansing Council Tribute

CITY COUNCIL of Lansing, Mich., at a weekly meeting Aug. 27, paid tribute to WILS Lansing. The council congratulated WILS for receiving a daytime power from 1 kw to 5 kw. A resolution passed by the council stated, in part, . . . "this council express its appreciation to WILS for the public service that this station has given to the public and wish them success for the future." W. A. Pomeroy is station general manager.

PRAISES WSID

Morton Levinstein, A.W.L. Advertising Agency, Balto., congratulates Richard Eaton on gratifying results!

From left to right, Morton Levinstein, A.W.L. Advertising Agency; Albert Lanphear, General Manager of WSID and Richard Eaton, President.

Says Morton Levinstein, of A.W.L. Advertising Agency, 810 N. Charles Street, Baltimore, Md.:
"We are delighted with the results achieved from our advertising over WSID, Baltimore. We have at least 15 clients on your station, retail and national, and all of them are more than pleased with results. Some of them are retailers with small budgets, who MUST get immediate business, and it's really astonishing—even for a skeptic like me—to observe the great tangible results."

We feel very happy with the praise we've received from A. W. L., one of Baltimore's fastest-growing, most-progressive, and successful advertising agencies. A. W. L. in the last 5 years has increased its total billing over 800%, and they are well-known for their shrewd purchasing of time and space; for their careful, intelligently conceived merchandising follow-up; and their shirt-sleeve, down-to-earth approach to their clients' advertising problems. We are delighted to know they consider us as one of their best buys. Yes, and the U B C network can help **YOU** too increase sales for your clients.

U.B.C.

United Broadcasting Company

WSID ..... *Serving BALTIMORE Area*
WOOK ..... *Serving WASHINGTON Area*
WANT ..... *RICHMOND, Va.*
WARK ..... *HAGERSTOWN, Md.*

NARND SUPPORT

Offered In La. Incident

NEWSMEN in all media must "unite and work together to keep all freedoms intact in America," Ben Chatfield, president of the National Assn. of Radio News Directors, has advised newspapermen in the wake of separate incidents involving news suppression.

Mr. Chatfield offered the association's assistance to five Lake Charles, La., newspapermen indicted by a grand jury on charges of defaming three alleged gamblers and some public officials, and to two other editors barred by the mayor of Elkton, Md., from town council meetings.

In letters to the mayor and foreman of the grand jury, the NARND president said the reports he had received of the incidents indicated "very serious threats to freedom of information." He added that the incidents are being probed by NARND's Freedom of Information Committee under the chairmanship of William Ray, NBC Central Division. Mr. Chatfield also asked the newspapermen their versions.

"It is high time for newsmen in all media to unite and work together to keep all freedoms intact in America," the NARND prexy wrote. "News is news, whether it comes off a press or from a radio or television speaker, and that freedom can't be held without the absolute cooperation of every honest journalist in the entire world."

He asked the foreman of the Lake Charles grand jury to "see that that freedom is protected," noting that the First Amendment of the Constitution provides for freedom of the press.

Broadcasters have been directly concerned in two similar incidents, one involving a prohibition against a recording of a public hearing and the other censorship over coverage of a sports event, both in Iowa. Complaints filed with the governor flayed the action of the State Board of Appeals and the Iowa High School Athletic Assn.

Voicing broadcast of Radio Free Asia is Lian Light (seated), with Richard Bertrandias, RFA program director, directing. ➤

RADIO TO ASIA

RFA Project Started

FIRST privately operated project designed to pierce communism's Iron Curtain in Asia was put into action last Tuesday as a 1½-hour program of news and comment was beamed to the Chinese mainland by Radio Free Asia.

Seven-day-a-week schedule of broadcasts is being transmitted from San Francisco over RCA shortwave to Manila and then shortwaved on 6110 kc to China. Broadcasts start at 10:30 p.m. Manila and China time.

Brayton Wilbur is chairman of Committee for a Free Asia Inc. Radio Free Asia is an operating branch of the committee and is directed by John W. Elwood, former manager of KNBC San Francisco.

News and comment are divided into three sections — Mandarin, Cantonese and English. Programming will be expanded later both in length and type, eventually including programs on agriculture, health and other topics designed to aid people in various parts of Asia and to help them resist communism.

Suppression in Asia

All media of public communication in the major part of Asia are controlled, Mr. Elwood said. RFA will concentrate on Asian news for Asians "with the aim of letting the Asians know what actually is going on in their own areas." All broadcasts are live from San Francisco, conducted in native language by refugees or exiles. Later the committee plans to build and operate its own transmitting stations as near the target areas as possible.

AAW '52 MEET

Feltis Named Chairman

HUGH M. FELTIS, formerly president of Broadcast Measurement Bureau and now an independent radio-television consultant in Seattle, has been named chairman of the 1952 Advertising Assn. of the West convention, scheduled to be held in Seattle June 22-27, 1952. Mr. Feltis was selected by the Past Presidents' Council of the Advertising and Sales Club of Seattle, host to the convention.

The AAW convention is expected to draw 1,000 delegates from eleven Western states, Canada and Hawaii, as well as representatives from eastern and national advertising organizations. The Ad Club has also announced that all committees for the AAW convention will be headed by past presidents of the Seattle ad group. Present president is Roger Rice, sales manager for KING Seattle.

Until last spring, when he resigned to establish his own consultation service, Mr. Feltis was general manager of KING-AM-FM-TV Seattle.

Whiffenpoof

Whether it's lambs or sales that have gone astray, WIBW can quickly pull them back into the fold. Out here in Kansas, WIBW is the station most listened to by farm and small town families.* These are the folks who have the money . . . do the bulk of the buying.**

These "bread and butter" customers of yours leave their dials set to WIBW from sunrise to midnight because we're programmed to give them the entertainment, services and features that both interest and serve them.

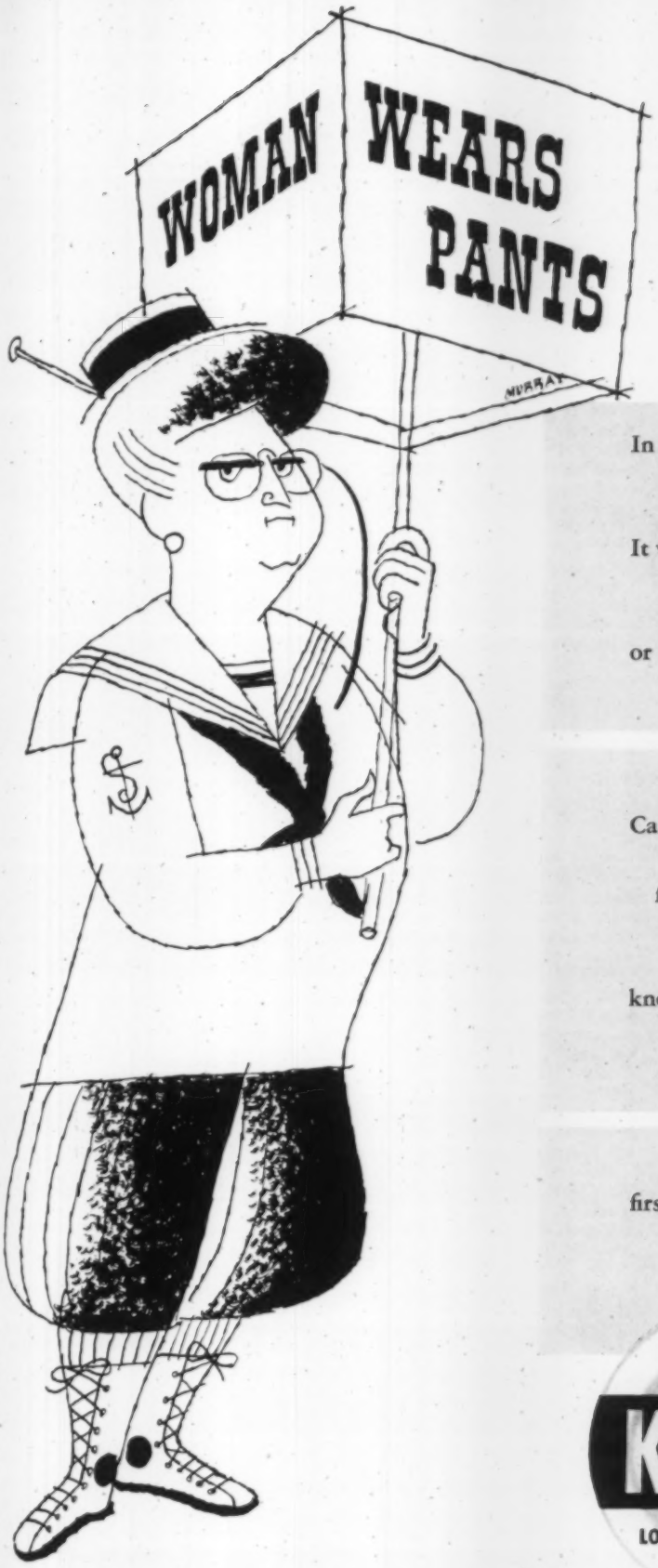
So, to hold old customers and build new ones, use the most powerful mass selling force in Kansas—WIBW.

* Kansas Radio Audience 1951
** Ask our Research Dept.

WIBW

Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

CBS
TOPEKA, KANSAS



In Siam and elsewhere too, women have worn trousers of a sort for centuries. The idea was considered quaint. The Bloomer Girls tried it. It was hilarious. Then one day a few years back a girl stopped in at a tailor shop and ordered herself a pair of pants. All of a sudden, for better or for worse, slacks became a standard and important part of every woman's wardrobe.

How come? Well, it started in Southern California. The tailor shop was on Hollywood Boulevard. The pants covered a pair of famous legs. Other famous movie stars and other women everywhere found the idea irresistible—for, as every good merchandiser knows, if an idea takes hold in Southern California, the rest of the country, the rest of the world, will follow suit.

Got something to sell? Sell Southern California first—with the station that serves it best. KMPC, Hollywood, reaches 197 pace-setting, free-spending communities in its primary listening area.

KMPC

LOS ANGELES—710 KC

REPRESENTED BY H-R REPRESENTATIVES, INC.
AFFILIATED, LIBERTY BROADCASTING SYSTEM

50,000 watts daytime • 10,000 watts nighttime
RADIO — AMERICA'S GREATEST ADVERTISING MEDIUM

FREE SPEECH MIKE

To get in the swim of things in the Atlanta market you need WGST. The coverage we've got, but it takes more to sell your goods. You need the station Atlanta listeners and advertisers like; you need WGST's top drawer merchandising support; you need the high rated local shows and ABC programs. Don't flounder and call for help too late—save those sales by jumping aboard WGST.

Strictly Business

(Continued from page 14)

of their request lists. Since then the products, which are produced in matching, soft colors, have been shown on color television—an idea that Mr. Green realized would demonstrate his merchandise as well as the advertising possibilities and color distinctions that CBS was promoting.

"On television, we can actually show how our equipment works," he observes, "and on color screens, we can put over one of our major sales points—our products match each other." The result is that Detecto is currently looking for its own program, preferably on television, for fall sponsorship.

Mr. Green, a native New Yorker who was born April 19, 1922, on the anniversary of Paul Revere's ride, has kept up his own pace by combining college with career. He received his final degree only last year. After attending New York high schools, he enrolled at the City College of New York, but transferred to Maine's Quoddy School of Engineering in 1942. He became managing editor and columnist for the weekly paper at Quoddy and sold advertisements on the side, thus getting his introduction to advertising techniques.

Enlists in 1942

In August 1942, he enlisted in the Army Air Corps and was assigned, for more engineering study, to the U. of Chicago. He was shipped abroad to participate in the invasion of the Philippines and Okinawa. He continued, from his Far East location, to do the freelance writing he had started in college and also served on the Mid-Pacific edition of *Yank* magazine.

One of his poems about Combat Engineers was shown by his mother to a fellow office worker who, after the remote and impersonal introduction, ultimately became Mrs. Green. Mr. Green and his wife, a professional singer when not working in a wartime office, are now grooming their two-year-old daughter for a future singing career.

Back in New York after the war, Mr. Green returned to CCNY, working part time for Stewart-Dougall & Associates Inc. (then Stewart-Brown) as advertising manager. In 1947, he and two fellow students, all of whom were on the *Lexicon*, the CCNY yearbook, started their own advertising agency, Lexicon Associates. Although all of them left their agency for bigger and better jobs, Mr. Green still holds a few of his original accounts. Mr. Green's next stop was with a trade publication and from there he went to Detecto two years ago, winning his job over a field of 49 applicants.

His schooling, concurrant with his working, earned him a BBA in advertising in 1947. Then he transferred to Columbia Teachers College as a night student to work on his Masters in business education and public affairs, receiving his degree in 1950.

Last year, he was somewhat surprised to find his evenings—usually spent in class or at study—were relatively free. The result: he has scripted several different program series for adult education on television. Columbia's Lyman Bryson started Mr. Green on the project and now CBS, NBC and the Ford Foundation are considering his ideas. Regarding educational television, Mr. Green says, "If it's educational, people won't look, and if it's interesting enough to hold their attention, it's probably not too educational." So his series aim for the middle mark. "You have to be subtle," he observes.

An inveterate pipe-smoker (he bought a car to drive to work, thus avoiding subway no-smoking rules), Mr. Green's preoccupation with commercial television during business hours and educational television during his spare time, now consumes his day. It's just about all he can do to get an occasional chess game into his crowded schedule.

Anthony C. Thornton

REQUIEM MASS for Anthony C. Thornton, 41, manager of WCVA Culpeper, Va., who died Aug. 19, was offered Aug. 21. Native of Memphis, Tenn., Mr. Thornton joined Culpeper Broadcasting Corp. in May, 1950. Mr. Thornton suffered a heart attack two months previously. Surviving is his widow, the former Dorothy Louise Jones, of Viroqua, Wis.

WCKY PRODUCES RESULTS

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WCKY CINCINNATI

OIL NEWSLETTER

PREPARED BY THE OIL INDUSTRY INFORMATION COMMITTEE — NUMBER 22 OF A SERIES

FOR YOUR INFORMATION:

It's a rare day when a technical report on laboratory research gets past the editor and into print. The reason: it's not news. But often as not you will find the results of that research on Page One. The reason: they are news.

A case in point is the story of the advances made in aviation design. American manufacturers are building airplane engines with double the horsepower of our best World War II models. What does that mean to newspaper readers? It means that our commercial aircraft can carry heavier payloads at higher speeds and without a comparable increase in engine weight. It means that our fighter and bomber pilots can knife deeper into enemy territory, strike with greater force, and come home again. That gets into print. That's news.

What makes this progress possible? For one thing, a little army of men and women, working at oil company laboratories in every section of the country, developing the fuels that make these engines possible. They work with hydrocarbons. They ask -- then answer -- questions about gravity and viscosity and flash point and molecular structure. To most newspapermen, that's not news.

Thus, when the American public opens its papers it reads the effect, not the cause. But behind these tremendous industrial achievements are such interesting facts as these:

...during the past five years oil scientists have patented 8,179 new inventions -- an average of more than six every working day.

...some of these have helped make possible today's record oil output -- 25 per cent greater than during the peak year of World War II.

...others have made possible today's high standard of oil product quality -- two gallons of gasoline now do the work that three gallons did in 1925.

...research work is going on at the greatest pitch in history. U. S. oil companies today employ more than 15,000 scientists and technicians, spend more than 100 million dollars a year to create new products, make old ones better.

If you'd like further information -- on any phase of this remarkable story of research or any other part of the oil industry -- please write to me.

H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.

This advertisement ran in this publication last April. It is repeated with corrections which reflect increases of the past four months.

His Sponsors Alone Make a Sizable Audience

Fulton Lewis, Jr. is sponsored locally on more than ~~340~~ 370 Mutual stations by ~~572~~ 623 advertisers. The roster of businesses represented is too long to detail here, but this brief summary shows their scope:

101	~~93~~	automotive agencies
21	~~19~~	auto supply and repair companies
	6	bakers
55	~~51~~	banks and savings institutions
31	~~26~~	brewers and bottlers
61	~~58~~	building materials firms
31	~~29~~	coal, ice and oil companies
19	~~14~~	dairies
36	~~30~~	department stores
26	~~23~~	drug stores
	16	food companies
47	~~43~~	furniture or appliance stores
21	~~17~~	hardware stores
16	~~14~~	jewelers
17	~~14~~	laundries
29	~~25~~	real estate and insurance agencies
90	~~94~~	miscellaneous

His program is the original news co-op. It offers local advertisers network prestige, a ready-made and faithful audience, a nationally known commentator—all at local time cost with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

Audience Study

(Continued from page 27)

rather precise basis would be set up for estimating effect of TV on radio. This would provide a benchmark or base figure for extension of these estimates into the future as new TV stations take the air.

National and regional sponsors, after experience with the two BMB studies, now recognize uniformity in measurement of station audience and coverage as a "must" in buying time, he added. More than 400 top buyers regularly use the BMB reports and this experience has created among them "a strong desire" for such a basic type of audience measurement, he explained.

An advantage of the BMB type of circulation measurement is found in the opportunity for comparisons with data supplied by printed media, according to Dr. Baker. He said radio long has been at a competitive disadvantage because it is bought exclusively on a program-rating basis whereas printed media are judged on a basis of gross circulation.

Radio's Yardstick

Recalling the oft-heard adage that radio is measured by a micrometer and printed media by a yardstick, he said the projected new study will provide a radio yardstick.

A number of important changes have occurred in the broadcasting industry since field work was done for BMB Study No. 2 in the spring of 1949, he declared. Programs have shifted from one network to another and also among stations, he continued, and some 400 new stations are on the air. In addition he observed that over 200 stations have increased power or changed frequency, or both. On top of these factors a fifth network, Liberty Broadcasting System, has developed and all these changes have created "uncertainties in the mind of the buyer which can be detrimental to radio's interest," according to Dr. Baker.

An "important improvement" is planned by Dr. Baker in the new study. Audiences will be reported for morning, afternoon and evening periods instead of just the day and night separation previously reported, he said.

Stations buying the report will automatically receive information concerning the audience of competing stations although such data will not be in a form that can be used by non-purchasers.

Price of the new study will be based on estimated audience of the station involved, or number of ballot-mentions, instead of on station income, Dr. Baker said. He called the relating of cost to station income "unrealistic, working to the disadvantage of many stations."

Letters are being mailed all broadcast stations, explaining the new study and providing contract forms. The new company asked for signatures by Oct. 15 to permit commitments for personnel, printing, ballots, premiums, tabulating etc. by Nov. 1. It is understood a higher fee will be levied after Oct. 15.

A NARTB-inspired agency, Broadcast Audience Measurement Inc., has been conducting a study of the whole coverage picture for more than a year. It was set up to analyze the situation and report to NARTB. Under current NARTB board policy the association is not permitted to participate as such in coverage projects.

Dr. Baker was called into BMB's second study two years ago when the project became involved in intra-industry bickering. He was named acting president of BMB, on leave from NARTB, and has been credited with saving the study and carrying it through to successful conclusion.

The whole BMB matter was aired at the opening NARTB district meeting, held Aug. 23-24 at Roanoke, Va. At that District 4 session NARTB President Harold Fellows, answering questions, cited history of BMB and the salvaging job performed by Dr. Baker.

NARTB has not yet announced a successor to Dr. Baker as research director. Department work will be carried on by Frederica Clough, his assistant, and the staff.

FAITH IN RADIO

KLZ Sponsor States Belief

FRED DAVIS, dean of Denver furniture dealers, has a philosophical approach to advertising.

"Advertising is much like religion," says Mr. Davis. "You've got to believe in it to get results."

No better testimonial of Mr. Davis' faith could be desired than the fact that he has just signed his yearly renewal for KLZ Denver's *Voice of the News*, thereby marking the start of his 17th consecutive year as a KLZ newscast sponsor.

The newscast is aired seven days weekly, from 7:45-8 a.m. Consistent use of radio has been instrumental in bringing new customers into the store, says Mr. Davis, who on Oct. 7 celebrates his 51st business birthday.

Materials for the commercial include suggestions on home furnishings, new trends, new merchandise and style information.

* * *

Mr. Davis (l), Denver's oldest consecutive newscast sponsor, who began his 17th year of KLZ newscast sponsorship Sept. 1, discusses the program with Harker Spenley, KLZ account executive.

The new "package" that's boosting drugstore sales in New England's BIG market!

What It Is:

"WBZ Feature Drugs" is the new radio advertising-plus-merchandising-plus-promotion idea that's ready to hypo ***your*** drugstore sales throughout the heart of the rich WBZ-land market.

How It Works:

Participating advertisers on "WBZ Feature Drugs" get the day-after-day benefit of:

500 Co-operating Drugstores—each identified by a "WBZ Feature Drugs" decalcomania.

500 Continuing Displays—one in each of these high traffic independent stores.

Regular Point-of-Sale Promotions.

Alert, Aggressive Field Staff—providing reports to advertisers on 200 storechecks each month. This staff acts as a valuable on-the-spot extension of your own sales staff!

Intensive Coverage of the heart of the rich WBZ-land market.

A Full-time Staff of ***five*** under the personal direction of Betty Ready, merchandising co-ordinator of "WBZ Feature Drugs."

Who Makes It Work:

At the microphone is Bob Rissling, one of New England's great radio personalities. Bob continues his friendly chit-chat.. his singing of the songs your customers want to hear.. and adds special drug-slanted stunts such as recorded interviews with leading druggists.

When It's Heard:

"WBZ Feature Drugs" is on the job for its advertisers twice a day.. 1:00-1:30 PM, and 7:00-7:15 PM, Mon. thru Fri. each week. The show is new! The format is tested. Success is assured! For details and availabilities, check WBZ Sales or Free & Peters.

WBZ BOSTON
50,000 WATTS
NBC AFFILIATE

synchronized with **WBZA**
SPRINGFIELD

Westinghouse Radio Stations Inc\ Serving 25 Million

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO — AMERICA'S GREAT ADVERTISING MEDIUM

THE LATEST WCKY STORY

ONE ANNOUNCEMENT

ON WCKY

SELLS OVER 200 SUITS!

Stein's Clothing, who buy three announcements weekly at 7:05 am, received a copy change Friday July 20th reducing the price of their summer suits to $15.95. This price change arrived after the Friday morning announcement, and since there would have been no additional announcement until Monday, WCKY made a short announcement at 10:45 am Friday morning, saying that the price on the 7:05 am announcement should have been $15.95.

Friday and Saturday, on this ONE announcement only, Stein's sold over 200 suits and did not have enough suits to advertise them again Monday morning. Mr. Gregory of the Stein organization, who is from New York, and isn't used to the pulling power of WCKY, was overwhelmed with the results.

WCKY–ON THE AIR EVERYWHERE 24 HOURS A DAY 7 DAYS A WEEK 365 DAYS A YEAR

THE LATEST WCKY STORY

WCKY SELLS SEARS ROEBUCK OUT OF LAWN FERTILIZER

During the annual "Sears Days" sale, the Cincinnati Sears Roebuck store used announcements exclusively on WCKY to sell Lawn Fertilizers.

By the third day of the sale, WCKY had sold the entire supply. Sears had to immediately call in the stocks from the stores in Covington, Ky. and Dayton, Ohio to meet the demand.

FOR *RESULTS* IN CINCINNATI

INVEST YOUR AD DOLLAR

WCKY'S-LY

CALL COLLECT OR WRITE:

Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

editorial

One-Shot Skelton

THERE IS something new under the radio sun. The CBS Radio one-time sponsorship plan, offered initially for the Red Skelton show, is an innovation in nighttime network radio that could open a new vista of network selling.

There should be many opportunities to sell one-shot accounts — accounts with limited budgets and with special merchandising jobs. By using name talent, in long-established timeslots, the advertiser is assured a loyal audience.

The Skelton plan competes with consumer magazines, both as to cost and deadline.

The Skelton format, in our view the forerunner of a new mode of radio-selling, is an example of ingenuity stemming from necessity. It is the first sales thrust made by Howard S. Meighan since his appointment as president of the CBS Radio Division. From where we sit, it's an auspicious beginning.

Bye Bye, Bill of Rights

SEN. WILLIAM BENTON has a veteran copywriter's knack for making things seem nicer than they are.

He set out, in his testimony before a Senate subcommittee hearing on his proposed legislation to create a National Citizens Advisory Board for Radio and Television, to prove that such a board would influence broadcasting but would not in any way act as a censor.

No ordinary intellect would try to reconcile that inconsistency, but the Senator has indeed an unusual mind.

The Senator began by quoting from some editorials from BROADCASTING • TELECASTING. He said he wanted to deny our statements that his board would exercise censorship powers.

Well, asked Sen. McFarland, the subcommittee chairman, how much effect on broadcasting would the Benton board have unless it did exercise "some degree of censorship?"

Senator Benton's answered in part: "I have a great faith in the desire of the industry to respond to the kind of constructive report that would come from the type of men that would be on the board."

To get a realistic grasp of what Sen. Benton has in mind, we herewith rephrase that answer. What he really means is that a high-powered board, established by Congress, appointed by the President and attached to the FCC like a permanent mustard plaster, would command enough political authority to make stations do as it pleased. Another case of regulation by the lifted eyebrow, a term we used to use in describing the infamous Blue Book.

Well, Sen. McFarland wondered, what if stations did *not* conform to the recommendations of the board? Would the FCC be expected to conform to them?

"It would and could on occasions where you have a flagrant failure of a licensee to live up to his promises," said Senator Benton.

Right there, the Senator undid the fancy argument he has been using to make his proposed board appear nicer than it would be.

No matter how you say it, the Board would be established for no other purpose than to monitor the air, judge programs on the basis of the board's own sympathies, and issue recommendations which, if ignored by the licensees, would be taken as directives by the FCC in granting or renewing licenses.

It would constitute not only censorship, but censorship with a loaded gun in its hand.

Come In, San Francisco

WE SAW the first coast-to-coast television program last week in a company of only average sophistication, and it struck us as noteworthy that not a person in the room at any time marveled at the technical phenomenon of sitting in Washington, D. C., and watching people 3,000 miles away in San Francisco.

Everyone apparently accepted this electronic trick as entirely predictable and indeed expected. Technical progress has occurred with such jading speed that we doubt the first takeoff to the moon will draw more than a few of the most curious.

Well, we're still naive enough to be at least slightly astonished when, without moving from our living room, we can watch and hear the President deliver an address in San Francisco's Municipal Auditorium. We don't think the event should pass without acknowledgment to the engineers of the A.T.&T. who not only built $40 million relay system but put it into operation a month ahead of schedule to telecast the peace conference.

These engineers have been passing miracles in such abundance that we are apt to forget that it has only been 36 years since coast-to-coast telephoning was made possible and 24 years since the first transcontinental radio network was hooked together.

Coast-to-coast TV starts with a bigger audience than coast-to-coast radio did. There are twice as many television homes today than there were radio homes when NBC began networking with the Rose Bowl broadcast of January 1, 1927.

The engineers have completed the biggest part of their transcontinental TV work, and they have already been forgotten in the rising comment and debate of the program and commercial men who are now figuring out how to use the equipment the engineers have built.

We have no doubt the system will be put to good use. Meanwhile, as coast-to-coast transmissions become routine, we expect the engineers will be continuing their work. Unlike some of our unfazed companions, we're saving a little reservoir of astonishment for the next big technical jump in television, perhaps for a reassuring day when we can recline on our sofa and see what's going on in London, or even Moscow.

Fire Both Barrels

SOME ADVICE from A. C. Nielsen was reported in this publication last week, and we think it bears repeating.

Mr. Nielsen said: "It is very important to recognize that TV and radio are usually more complementary than competitive, i.e., they reach largely different markets . . . The most profitable procedure [for advertisers], as we see it, is to *blend these two media* in the most skillful manner. Here is a place where big profits will be made from now on."

In a footnote to his remarks, printed in the regularly-issued *Nielsen Researcher*, the research expert added: "It follows that, in cases where the cost of TV cannot be defrayed by an additional appropriation, TV should be viewed as a replacement for magazines, newspapers, outdoor and other types of promotion to *at least* the same extent as it is viewed as a substitute for radio."

What Mr. Nielsen says makes a lot of sense to us and should make sense to advertisers.

Radio spreads through all kinds of markets—cities, suburbs, farms. TV at present is concentrated in urban areas—only 63 of them.

No prudent advertiser who hopes to distribute his product nationally can disregard radio —the only saturation medium.

our respects to:

JOHN CARL JEFFREY

WHAT happens to child prodigies? The answer sometimes would be that they become broadcasters. This is true in the case of John Carl Jeffrey, vice president and general manager of WIOU Kokomo, Ind.

Mr. Jeffrey maintains that if his mother had not had a burning desire to give him a fine musical education, he might never have become involved in a radio career and its subsequent adventures.

Born in 1903 in Indianapolis, Mr. Jeffrey at an early age showed promise of becoming an accomplished pianist. At his mother's insistence his education centered around music. Her faith in his ability was justified.

The door to a radio career opened when he played accompaniment for his sister who was singing over the old WKBF Indianapolis. This was the beginning of an interest in radio which has taken Mr. Jeffrey from coast-to-coast during the past 25 years.

From the beginning, Mr. Jeffrey's philosophy of radio has been the premise upon which WIOU operates today.

"We believe," says Mr. Jeffrey, "that every staffer should make the most of every opportunity to give and be of more public service to the citizens of North Central Indiana.

"If we do this job for which we were licensed, our sales picture will take care of itself."

Most of Mr. Jeffrey's quarter century in radio has been spent at WLBC Muncie, Ind., WCVS Springfield, Ill., and WCCO and WTCN Minneapolis.

In 1941, Mr. Jeffrey became manager of WKMO Kokomo. He resigned this position six years later and began formulating plans for a new outlet there.

The construction permit was granted for WIOU on January 19, 1948, for 1 kw on 1350 kc. The first program went on the air July 16 of that year.

Public service has been a forte of WIOU. Mr. Jeffrey has thrown his weight behind every public welfare cause since he has been at WIOU.

When asked what he considers the high spot of his career at WIOU, Mr. Jeffrey points to a black-bound book on his desk:

"The day I received this book was the happiest. It was presented to me by the Women's Civic Council and, believe me, it was the first time I have ever been completely overcome. I was speechless."

Prepared by 15 civic and fraternal organizations which took advantage of the 296 free quarter-hours made available each month by

(Continued on page 64)

THESE SIGNS* ARE *NORMAL* IN NEW YORK

Italian traffic signs* are a realistic recognition of the fact that the Italian language is more commonplace on the streets of New York than any other except English. More than 2,000,000 Americans of Italian origin live in the New York area. Their buying power exceeds $2,300,000,000 a year.

By showmanship, service, facilities and tradition, WOV long ago became the unrivalled first choice of the New York area Italian audience. So much so, that 90% of all expenditure for Italian-language radio advertising in New York is on WOV.

The *only* direct and inexpensive way to influence the buying of these 2,000,000 Italian-Americans is through WOV. Put it on *all* your New York schedules!

*The sign says "Pedestrian Crossing."

ENGLISH WOV ITALIAN
NEW YORK
5000 WATTS
Originators of Audited Audiences

ROME STUDIOS: VIA di PORTA PINCIANA 4
National Representative: John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19

KIRBY NAMED
Becomes WLAW Sales Head

NONA KIRBY, for the past six years regional sales manager in the Boston area for WLAW Lawrence, Mass., has been named general sales manager. The appointment, announced last week, was effective Sept. 1.

Miss Kirby

William A. Riple, station manager, said also that since WLAW has become the Boston outlet for ABC, the sales organization will be greatly expanded, bringing to advertisers a complete sales service.

Miss Kirby has been active in radio since 1935, joining the industry after a successful career in show business.

Miss Kirby was a leading figure in organizing the Radio Executive Club of Boston and is a co-ordinator of communications for civil defense.

NATIONAL radio broadcast from Hollywood Sept. 24 with leading stars enacting scenes from coming pictures will help inaugurate year-long, nationwide advertising and publicity campaign of motion picture industry, keyed to 50th annversary of the nation's first movie theatre.

KING-AM-TV CHANGES
Four Given New Posts

FOUR executive changes at KING-AM-TV were announced last week by Otto Brandt, vice president and general manager.

Grant Merrill, KING program director, has been promoted to production manager. Hal Davis, formerly freelance announcer and advertising agency executive, has been named program director of the AM outlet.

Mel Anderson, freelance publicity man, has been appointed director of publicity and promotion for both KING and KING-TV. Elizabeth Wright Evans has been assigned as director of public service.

CHURCH RADIO
Father Broderick Named

THE REV. Edwin B. Broderick of St. Patrick's Cathedral in New York was appointed archdiocesan director of television and radio last week by Francis Cardinal Spellman.

The newly created department was originated, Father Broderick said, "to establish a central clearing house for Catholic speakers, films and programs" and to act as "clearance board" for negotiations between radio and TV stations and the Catholic Church, in the Archdiocese of New York.

Offices of the new church department are located at 453 Madison Ave., New York.

WDBJ FOR ROANOKE AND SOUTHWEST VIRGINIA

The million people in WDBJ's coverage area will earn nearly a billion dollars this year. Here's WDBJ's family coverage, according to the 1949 BMB:

Day — 110,590 families in 36 counties
Night — 85,830 families in 31 counties
and 3 to 7 days weekly

Day — 90,320 families *Night — 66,230 families*

For further information:
Write WDBJ or Ask FREE & PETERS!

WDBJ Established 1924
CBS Since 1929

AM — 5000 WATTS — 960 Kc.
FM — 41,000 WATTS — 94.9 Mc.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

front office

BOK REITZEL, account executive, KCBS San Francisco, named San Francisco sales manager, Columbia Pacific Network. He replaces HENRY L. BUCCELLO, resigned to join Bank of America, as assistant to vice president and general manager.

ROBERT F. HYLAND, local sales staff WBBM Chicago, appointed assistant to the general manager KMOX St. Louis.

OWEN SADDLER, general manager, and HOWARD O. PETERSON, sales manager May Broadcasting Co. (KMA Shenandoah, Iowa, and KMTV (TV) Omaha, Neb.), appointed executive vice president and vice president in charge of sales, respectively [BROADCASTING • TELECASTING, Sept. 3].

Mr. Saddler

Mr. Peterson

ERNEST F. OLIVER, general sales manager WESB Bradford, Pa., appointed station manager WDOS Oneonta, N. Y.

RALPH R. BRUNTON, former president and general manager KQW and KJBS San Francisco, announces opening of Bruntons Inc., electronic engineering, Redwood City, Calif.

H. F. (Herb) SAXTON, BERNIE SIMON and JACK STOOPS appointed to sales staff KRIZ Phoenix. Mr. Simon was with KCNA Tucson.

HOMER (Rusty) GILL, new to radio, named to sales and promotion department KSWI and KFMI (FM) Council Bluffs, Iowa. He replaces DICK GURNEY, now with KBON Omaha, Neb.

JOSEPH HERSHEY McGILLVRA Inc., N. Y., appointed national sales representative for WKBS Oyster Bay, N. Y.

JAMES F. OWENS, account manager in sales department DuMont TV network, named account executive on sales staff. Mr. Owens was managing editor, *Television Magazine*, and associate editor, *Radio Daily*.

BILL L. MERRITT, director of several west coast TV programs, named account manager for sales department WABD (TV) New York, and the DuMont TV Network.

HOWARD N. JOHANSEN, sales staff WENE Endicott, N. Y., appointed to local sales staff WEEI Boston.

Personals . . .

BOB JAWER, commercial representative WPTZ (TV) Philadelphia, father of boy. Mrs. Jawer is former LYNNE BARRETT, TV actress. . . . BERRY SMITH, account executive WIRE Indianapolis, father of boy, Martin Joseph. . . . JAMES W. BLACKBURN, Blackburn-Hamilton Co., radio station brokers, and Mrs. Blackburn parents of third boy, born Sept. 5, George Washington Hospital, Washington.

EDWARD H. (Bud) HAWKINS, business staff WGAR Cleveland, and Helen Paulus, married. . . . R. A. JOLLEY, president and general manager WMRC Greenville, S. C., appointed to national OPS advisory committee. . . .TED BERGMANN, director of sales, DuMont TV network, father of boy, David L., Aug. 29.

DETROIT AM
CKLW Sales Up 25%

HEALTHY state of AM radio is emphasized in report of sales for 1951 by CKLW Detroit-Windsor. Local and national business is up 25% for the first eight months of 1951 over a comparable period in 1950, according to station president, J. E. (Ted) Campeau.

One of the most enthusiastic supporters of "The Detroit Plan" for selling radio, Mr. Campeau said: "We have the entire CKLW sales staff geared to emphasize that radio is still the greatest mass medium, through adaptations of our slogan, 'Wherever you go, there's radio.' We feel confident that this effort will result in constantly increasing sales efforts."

CJON St. John's, Newfoundland, new 5 kw station, went on the air late in August, with Jeff Sterling as manager. Station is represented by All-Canada Radio Facilities, Toronto.

RADIO TOWERS...

to meet your Broadcasting Requirements – AM – FM – TV – MICROWAVE

Truscon possesses seventeen years of engineering knowledge and experience in the steel radio tower field. Since 1934, Truscon has designed, built and supervised the erection of a large number of steel radio towers in America and many foreign countries.

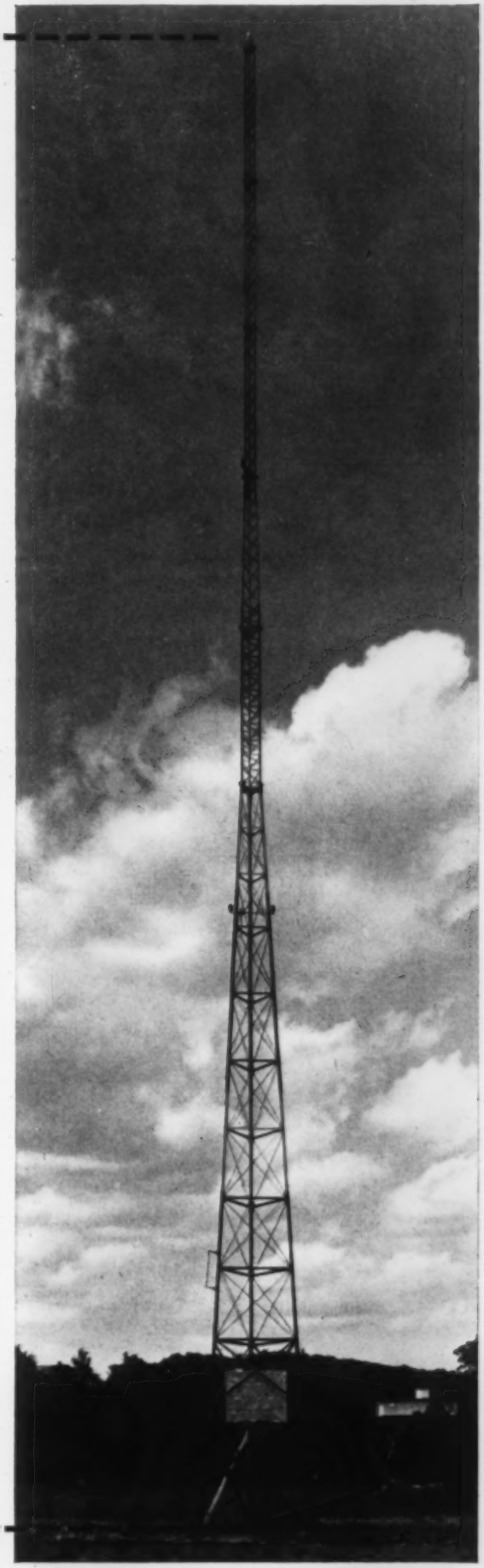
The recognition of responsibility . . . in every detail of steel tower engineering and manufacture . . . has always been a Truscon obligation.

Truscon facilities for the complete production of steel radio towers . . . from drawing board to final installation of the beacon light . . . are the most modern and efficient in the industry.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you prompt, capable engineering assistance on your tower problems. Call or write today.

TRUSCON MARK OF MERIT PRODUCTS

TRUSCON STEEL COMPANY
Subsidiary of Republic Steel Corporation
Youngstown 1, Ohio



ZENITH STORY

'Post' Traces Phonevision

FCC approval of Zenith Radio Corp.'s Phonevision system could establish President Eugene F. McDonald Jr. as the most powerful individual in the entertainment field by requiring the movies and television industry to cooperate with him on subscription TV.

That conviction is expressed by Victor Ullman in a byline piece appearing in Aug. 25 issue of the *Saturday Evening Post*. Title of the article is "What About Pay-As-You-Look TV?"

Mr. Ullman traces the history of the McDonald concept that the future of TV lies in telephone wires and that advertising will not adequately support all video entertainment. Millions of dollars and 16 years of research laid the groundwork for Zenith's current claim to world patent and licensing rights to Phonevision, Mr. Ullman recounts.

The article notes that Comdr. McDonald and his engineers have the "advantage" of a system that is "acceptable to the public" on the basis of 90-day tests conducted in the Chicago area. The experiment proved, according to the author, that "pay-as-you-go" gadgets are not a substitute for the movies, sports events or TV, but merely a supplementary form of entertainment.

ABC-TV's daytime programming will be extended to 11:30 a.m. (EDT) beginning Sept. 24, when network starts *Okay Mother*, audience participation show starring Dennis James. Program will be seen 11:30-12 noon, Mon.-Fri.

Miller Buys Game

MILLER Brewing Co. of Milwaukee, Wis. (Miller Hi-Life beer), purchased sponsorship of the Cleveland Browns-Chicago Bears football game, from Chicago over 17 stations of the DuMont Network at 2:30 p.m. yesterday, Sept. 9. Proceeds of the charity game will be split among Army Emergency Relief, Navy Relief Society, and Air Force Aid Society. Agency: Mathisson and Associates Inc., Milwaukee.

TWENTY-FIVE *Time for Beany* items have been licensed in six months since first offering of merchandising tie-ups with Bob Clampett's television program, George T. Shupert, vice president of Paramount Television Productions Inc., N. Y., announced last week. All negotiations were handled through John F. Howell of PTP.

. . . More precious than ever

To the life insurance policyholder who joins the armed forces, loved ones at home are more precious than ever. Their protection becomes an immediate concern.

Realizing this, we alerted each of our policyholders-in-uniform to the rights and privileges he has for keeping his life insurance in force.

If making premium payments directly to the Company is inconvenient, the policyholder can authorize the government to deduct and remit them from service pay. Or he can make advance payments, at a discount. Another alternative is for the government to advance the premium payments under the Soldiers' and Sailors' Civil Relief Act.

Thanks to the help of the press and radio, this timely information has been brought to the public at large through the news columns. We are anxious to help *all* policyholders in the armed forces to continue their life insurance plans . . . for, after all, family security is one of the most important things they are fighting for.

WEATHER — STAR ATOP OUR HOME OFFICE — FLASHES OFFICIAL WEATHER FORECASTS

THE MUTUAL LIFE
INSURANCE COMPANY of NEW YORK

1740 BROADWAY AT 55TH STREET · NEW YORK 19, N. Y.

milestones

► WSTC Stamford, Conn., Sept. 1, began a month-long programming series of special events in observance of its 10th anniversary. WSTC started broadcasting Sept. 1, 1941. The station will present many sporting, educational and public service events during the entire month, celebrating the event.

► GRAEME ZIMMER, manager of WCAV Norfolk, Va., Sept. 1 celebrated his 10th year in radio.

► Edythe Fern Melrose of WXYZ-AM-TV Detroit, is observing her 10th anniversary with a cake baking contest open to all her listeners and viewers. Finals will be held at a theatre where anniversary celebration will be staged.

► Irving Miller starts his third year as musical conductor of CBS *Bob Hawk Show*. He also is conductor of CBS *Meet Millie*.

* * *

WILLIAM H. REUMAN, founder-president of WWRL New York, which marked its 25th anniversary last month [BROADCASTING • TELECASTING, **Aug. 27**], **slices the birthday cake during the party when the station staff presented him the sterling loving cup memento atop the cake.**

BAB Contest

WITH ENTRIES from almost 75 stations received in the last week alone, BAB's first "Radio Gets Results" contest will pull entries from at least two out of three member stations by the contest's end on Oct. 1, BAB President William B. Ryan estimated last week. Success stories in approximately 200 merchandising categories provided by the contest have made it one of the most profitable things BAB has yet undertaken, he said. "It is building up an arsenal of priceless case studies and success stories, every one of which proves radio's superior ability to create store traffic and move merchandise."

ATTEMPTING to answer frequently asked questions and clear up misconceptions about the CBS color television system, KTSL (TV) Los Angeles sales promotion department has sent pamphlet entitled *Questions and Answers on Color Television* to 1700 community leaders in Los Angeles.

How to solve your tower problems

Specify Blaw-Knox

You can be sure of maximum radiating efficiency and tower strength when you specify guyed or self-supporting Blaw-Knox towers . . . for AM, FM or TV.

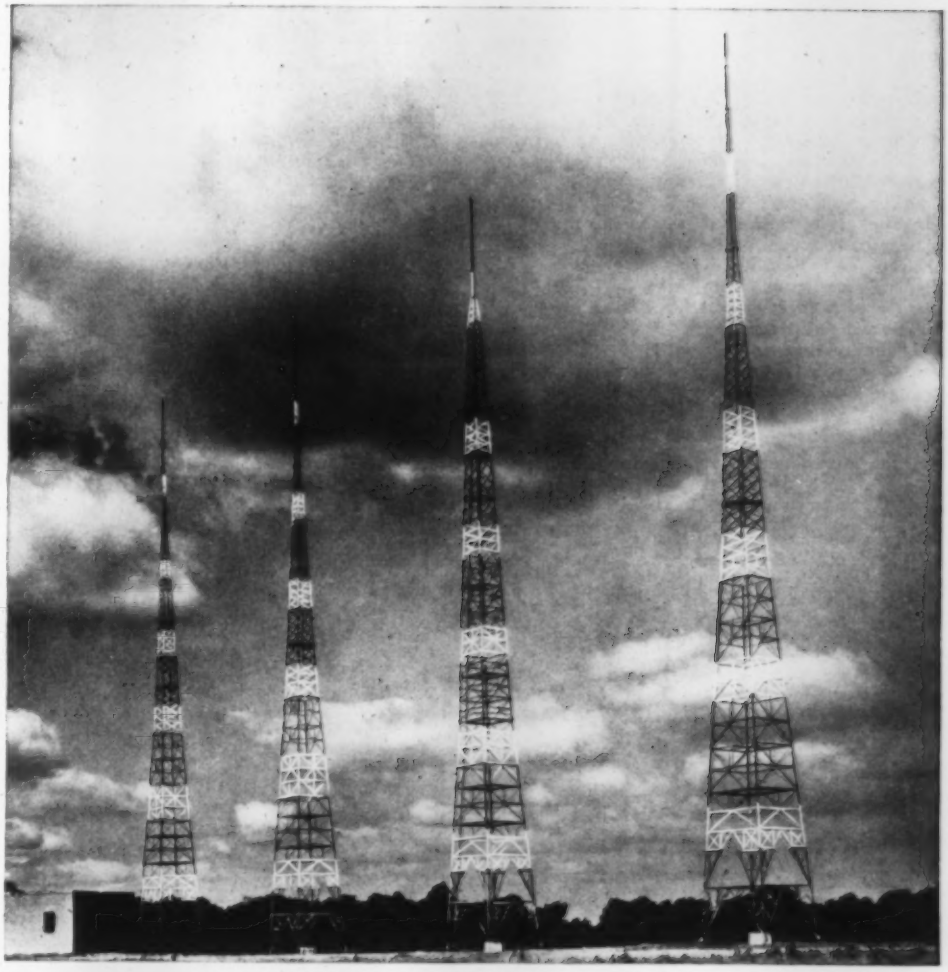
Blaw-Knox engineers and Graybar are familiar with your tower requirements . . . whether they are problems presented by extreme wind velocities, heavy ice and snow loads or difficult terrain. They've solved them in hundreds of tower installations—they can solve yours.

Take advantage of Graybar service

Blaw-Knox towers—in fact, *all* of your broadcast equipment needs—are available through your near-by Graybar office.

Discuss your requirements with a Graybar Broadcast Equipment Representative. You'll find him well qualified to assist you in every phase of station construction, of transmitter and studio expansion or modernization.

Remember, too, that Graybar distributes everything you need in wiring, ventilating, signaling, and lighting equipment . . . maintains a nation-wide warehouse system to help you get deliveries on schedule. Graybar Electric Co., Inc.: Executive offices: Graybar Building, New York 17, N. Y. 110-19



Four self-supporting Blaw-Knox towers beam clear, strong signals the year round to Station WERE's audience in the Cleveland area—a typical Graybar job.

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,23)
Antenna Equipment (23)
Attenuators (8)
Cabinets (15)
Consoles (23)
Loudspeakers and Accessories (1,23,25)
Microphones, Stands and Accessories (1,13,14,16,23,25)
Monitors (12)
Recorders and Accessories (2,9,19,22)
Speech Input Equipment (23)
Test Equipment (1,8,12,24)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (7,11)
Transmission Line and Accessories (5)
Transmitters, AM and TV (6,20,23)
Tubes (11,16,23)
Turntables, Reproducers, and Accessories (9,19,23)
Wiring Supplies and Devices (4,10,11,13,18,21,25)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Continental Electronics
(7) Crouse-Hinds
(8) Daven
(9) Fairchild
(10) General Cable
(11) General Electric
(12) General Radio
(13) Hubbell
(14) Hugh Lyons
(15) Karp Metal
(16) Machlett
(17) Meletron
(18) National Electric Products
(19) Presto
(20) Standard Electronics
(21) Triangle
(22) Webster Electric
(23) Western Electric
(24) Weston
(25) Whitney Blake

Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. *The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:*

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
W. S. Rockwell, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
P. L. Gundy, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
W. G. Pree, Geneva 1621
NEW YORK
J. J. Connolly, Stillwell 6-5858
PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

VOA NAME CHANGE

Already Being Used—Lemmon

CONGRESSIONAL resolution that the Voice of America be changed to the Voice of Freedom, introduced by Rep. W. J. Bryan Dorn (D-S. C.), has provoked a statement from Walter S. Lemmon, president of the World Wide Broadcasting Corp., licensee of WRUL Boston.

"Use of the words 'Voice of Freedom' to identify our station is copyrighted and has long been recognized in the radio industry as belonging to station WRUL," he said. The privately owned station has beamed commercial broadcasts to Europe and the Middle East as well as Central and South America since it first went on the air with educational programs in 1935. "It is interesting to note," Mr. Lemmon added, "that we had at one time used the identification 'Voice of America' long before the government entered the broadcasting field."

"If Congressman Dorn's resolution is passed," Mr. Lemmon promised, "we of course will be glad to fully cooperate in every way with the desires of the Congress."

WNJR Newark and Broadway stars, Molly Picon and Joey Adams, combined to raise telephoned pledges totaling $8,000 during station's three hour *Stars for Bonds* broadcast of a Newark, N. J., "Bonds for Israel" rally last month.

air-casters

GEORGE MacMULLEN, sports director and salesman WPCF Panama City, Fla., appointed traffic manager and program director. He will continue duties of sports director. **JACK HOWELL**, west coast disc jockey, appointed music director.

JAMES BLAIR, TV director Lamb & Keen Adv., Phila., appointed executive producer WPTZ (TV) Philadelphia.

BOB BACH, assistant producer of *What's My Line?*, and **JESS KIMMEL**, assistant to producer of *Your Show of Shows*, named CBS color TV producers. Mr. Bach for past two years has been associated with Goodson-Todman Productions, and with CBS-TV as writer. Previously he wrote for New York stations. Mr. Kimmel previously was assistant to producer of *Olsen & Johnson* show.

GUY DeANGELIS appointed continuity director KRIZ Phoenix. He was with several advertising agencies handling commercial copy and continuity.

BILL HOBIN, director of *Garroway-At-Large* show on NBC Chicago, transfers to NBC New York, where he will direct *Show of Shows*. Mr. Hobin also handled the *Wayne King Show*.

JOHN R. HURLEY, program manager Don Lee Broadcasting System, Hollywood, resigns to become executive assistant to **EDWARD W. MEHREN**, publisher, *TV Time*, Los Angeles fan publication.

DAVE SNOW, graduate Don Martin School of Radio & Television Arts & Sciences, Hollywood, to KNAK Salt Lake City. **SAM TURNER**, graduate, to KPMO Pomona, Calif. **JOHN SUROVIK**, graduate, to KDLK Del Rio, Texas.

LOU DORFSMAN appointed director of art division of sales promotion and advertising department CBS Radio Network. **IRVING MILLER** named director of art service for CBS-owned radio stations. Both have been members of CBS's art department.

F. C. (Mike) STRAWN, director of promotion and publicity KCMO Kansas City, Mo., elected president of Kansas City Industrial Editors for 1951-52 term.

EDWARD TRUMAN, organist-pianist, to music staff ABC Hollywood.

BOB McVAY, KSRV Ontario, Ore., to KFJI Klamath Falls, Ore., as staff announcer.

GENE WEBSTER named writer of Columbia Pacific *Summer Cruise* program.

JOAN BROWN, research staff *Quiz Kids* radio program, to CBS *Bob Hawk Show*, in similar capacity.

ALLAN J. PHAUP Jr., program director WMBG Richmond, recalled to active duty with Air Force as captain. He will train recruits at Sampson Air Force Base, Geneva, N. Y.

IMOGENE MILLER named secretary for sales department KWK St. Louis.

DONALD W. McGUINN, traffic department WOR New York, father of girl, Mary Elizabeth, Aug. 24.

ALBERT McCLERRY, television producer NBC, and Sanny Sue Bailey, married.

News . . .

TOM CARNEGIE, sports editor WIRE Indianapolis, awarded citation by National Sports Committee for United Cerebral Palsy in recognition of his cooperation in 1951 campaign.

ROBERT McCORMICK, Washington manager *TV News and Special Events* NBC-TV, appointed European television news representative with headquarters in Paris, effective Sept. 15. Mr. McCormick will head NBC-TV's European, African and Middle Eastern news coverage. Succeeding Mr. McCormick in Washington will be **JULIAN GOODMAN**, NBC Washington radio news chief.

MATT WEINSTOCK, Los Angeles columnist, starts weekly 15 minute commentary on KECA Los Angeles.

HANK WEAVER and **CHET HUNTLEY**, newscaster and commentator ABC Hollywood, and **TOM HANLON**, announcer-night manager KNX same city, signed for feature roles in 20th Century-Fox film *The Pride of St. Louis*.

LEWIS SHOLLENBERGER, CBS director of special events in Washington, appointed Admiral in Nebraska Navy by Gov. Val Peterson.

Not just any aspirin—BAYER ASPIRIN . . . and the makers of this famous product have followed through by selecting "not just any station"—but KFYR for over ten years of continuous advertising. Ask any John Blair man for the complete KFYR success story.
KFYR
550 K. C. • N.B.C. AFFILIATE • 5000 WATTS
BISMARCK, N. DAK.

Respects

(Continued from page 58)

WIOU, the presentation reads, in part: ". . . this book is a token of the esteem we all have for Mr. John Carl Jeffrey and the competent, efficient and courteous staff of WIOU."

Although music and the demanding profession of being a broadcaster have absorbed much of Mr. Jeffrey's energy, he would not be a true Hoosier unless he was a basketball enthusiast.

Mr. Jeffrey played four years on the varsity basketball team of Arsenal Technical High School in Indianapolis and even today is an avid basketball follower.

He does not, however, have as much time as he would like for basketball. His devotion to civic affairs absorbs most of his "leisure" moments.

Mr. Jeffrey is a past president of the Kokomo Lions Club, the Civic Music Center and the Community Chest; a past director of the Kokomo Chamber of Commerce, present director of the Community Chest and a member of the Masonic order. Last year he was district governor of 25-D in Lions International. He is proud of his 10-year perfect attendance record in the Kokomo Lions Club.

Another source of pride is his family. He is a companion to his son, Jimmy, 17, and a worshipping father to his daughter, Jenelle, 18 months.

If he has any time left over, he tries to improve his golf.

FAUST SPEAKS

On Advertising Honesty

COMMERCIALISM was held forth as the real reason for American progress by Holman Faust, Chicago advertising consultant, in a speech before the Advertising Club of Chicago Sept. 4.

Mr. Faust, radio-TV consultant for the Bisberne Adv. Agency, was to talk on "Honesty in Advertising." He dwelt on that topic only a few minutes, however, because, he said, as a business became successful through advertising, the honest in advertising took care of itself.

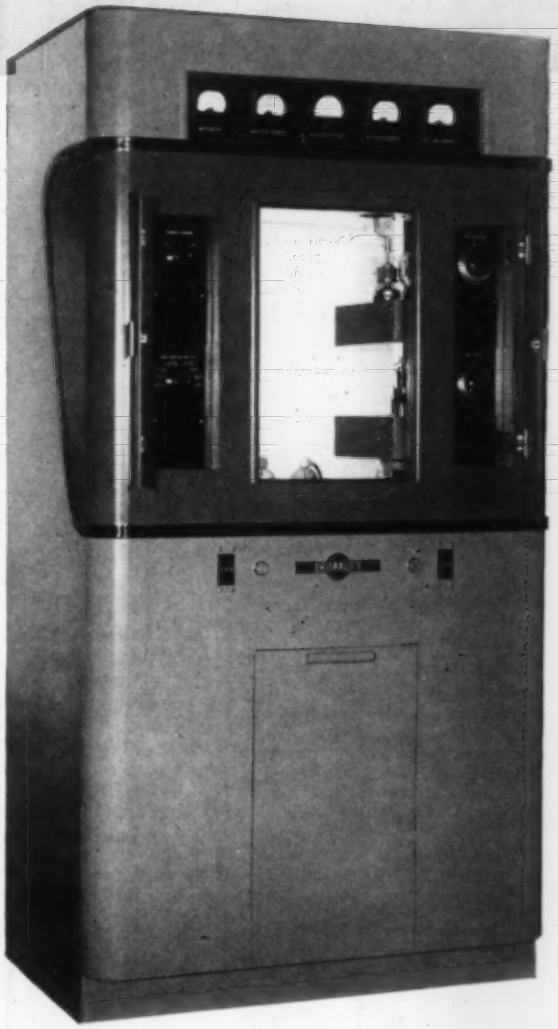
The morals and ethics of the advertising, Mr. Faust added, clears itself because of the economical standpoint.

Mr. Faust went on to another subject, "Happiness Toward Advertising." He stated that advertising was the most important factor in the development of this country. . . .

He concluded that the real reason for the American progress lies in its commercialism. Mr. Faust said he didn't believe that a person could become over-commercial in anything he did.

BEATTER program, *M.J. B. Show*, has been made into a syndicated package for 25 stations in mid-west and west. Handled by Frankel & Price, St. Louis, show is conducted by Myron J. Bennett.

BRAND NEW!



COLLINS

250 WATT TRANSMITTER

Immediate Delivery in Limited Quantities

The sensationally modern Collins 300J 250 watt AM transmitter is a product of the latest engineering techniques.

It is completely contained in a full size, beautifully styled cabinet, finished in attractive high gloss two-tone grey enamel, and streamlined with polished chrome trim.

Great simplification has been achieved in the circuits associated with the modulator and power amplifier stages, through the use of high gain, long life tetrodes. The employment of these highly efficient tubes also permits the use of low drain receiver-type tubes in the driver stages. Only 16 tubes, of but 7 types, are used in the entire transmitter.

The tuning and operating controls are conveniently located on the front. Tubes, components and terminals are quickly, easily accessible from the rear.

This handsome, modern, full size transmitter is immediately available *in limited quantities.* If you are planning a new or modernized 250 watt station, we urge you to get in touch with your nearest Collins office without delay.

For broadcast quality, it's . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street
NEW YORK 18

2700 West Olive Avenue
BURBANK

1937 Irving Boulevard
DALLAS 2

Dogwood Road, Fountain City
KNOXVILLE

KGW FM BID

Would Resume Service

APPLICATION for the resumption of FM has been filed with the FCC by *Portland Oregonian*-KGW-Newhouse interests.

This is the first time that the holder of an FM permit which had shut down the station has reconsidered and asked for authority to resume FM broadcasting, as far as it is known.

The *Portland Oregonian* station was granted in 1946—one of the first in the state—and was surrendered in 1950.

Theodore Newhouse, vice president of Pioneer Broadcasters Inc., licensee of NBC-affiliated KGW, said that the reason for filing the application for the FM station is:

"We believe that there is a definite future for FM operation and because there are thousands of FM receiving sets now owned by residents in the KGW srvice area that are entitled to rceive such srvice."

The Newhouse interests, which bought *Portland Oregonian* and KGW last December [BROADCASTING • TELECASTING, Dec. 18, 1950], also own WSYR-AM-FM-TV in Syracuse, N. Y.

Present application asks for same facilities as previously held by KGW-FM: Channel 262 (100.3 mc), 57 kw, antenna 957 ft. There will be no construction cost since the equipment of KGW-FM is still available.

allied arts

PAUL WEXLER, national sales manager Columbia Records Inc., CBS subsidiary, appointed vice president. Mr. Wexler joined recording firm as a junior field man in 1941, returning as assistant district manager for New England after military service as captain in Air Force. In November 1946 he was made district manager of upstate New York and western New England and in July 1947 district manager for mid-Atlantic territory. In Oct. 1950 Mr. Wexler was appointed national sales manager.

MAX W. BURRELL, general sales manager Collins Radio Co., Cedar Rapids, Iowa, appointed director of procurement for new procurement division.

Mr. Burrell

JOEY SASSO, promotion manager Exclusive Records, appointed director of record promotion department David O. Alber Assoc. Inc., N. Y.

MRS. H. C. MALONEY, advertising manager Atlas Film Co., Chicago and Oak Park, retires.

WILLIAM ASHER, director Williams Productions, L. A. (TV film producer), and Dani Sue Nolan, actress, married.

Equipment . . .

JOHNNY PARSONS, sales promotion manager Hoffman Radio Corp., L. A., resigns and returns to San Francisco. Future plans not announced.

ROBERT R. W. LACY, commercial engineer tube department's eastern sales region, General Electric, Schenectady, appointed commercial engineer for western sales region of department.

JOHN M. BRUSH, project engineer, Television Transmitter Div., Allen B. DuMont Labs., Clifton, N. J., to speak on "Video Switching Problems" before fall general meeting of American Institute of Electrical Engineers, Oct. 22-26, Hotel Cleveland, Cleveland.

CONCORD RADIO Corp., Chicago, issues 1952 catalog on TV, radio and industrial electronic parts and equipment. Catalog 95 said to be complete buying guide for industry, radio-TV stations, schools, servicemen, radio amateurs, government export buyers, experimenters and builders.

GENERAL ELECTRIC, Schenectady, announces new d-c magnetic testing desk containing all components and auxiliary equipment for making routine d-c magnetization and hysteresis tests and simple flux measurements.

M. J. YAHR, theatre sales representative in Chicago region for RCA Engineering Products Dept., appointed manager RCA Sound Products Sales Group.

Technical . . .

DON FOSTER, CBS engineering staff, appointed assistant to **RICHARD MAHLER,** director of licensing and contracts for CBS Labs Div. He will assist manufacturers who plan to put color TV sets into production and be of general aid to those seeking technical data on CBS color TV.

BILL YOUNG, WORL Boston, named chief engineer WOTW Nashua, N. H.

New Light Developed

A NEW TYPE of TV studio light, a bluish lamp combining some of the best qualities of all previously employed light sources, has been developed by DuMont in cooperation with Luxor Lighting Products Co., according to Rodney D. Chipp, director of engineering for the DuMont TV Network. Two years of research, he said, have produced a type of studio lighting which will allow the home viewer to see finer skin textures and a better gray scale, doing away with the chalky pale-faced performers of the past.

PUBLICITY Club of New York on Sept. 18 will start its third annual 10-week survey course, "Fundamentals of Publicity," Tuesday evenings, 7-9 p.m. at Hotel Shelton, New York. Cost of course is $15.

FREEDOM DRIVE

Gets Radio Boost

THE 1951 Crusade for Freedom campaign, a national drive with the double goal of 25 million members and $3.5 million, was opened with a special radio broadcast Labor Day.

Messages were read by Gen. Lucius D. Clay, national chairman, and Harold E. Stassen, chairman. Gen. Dwight Eisenhower, Mayor Ernest Reuter of West Berlin, and Walter S. Gifford, American ambassador to England, also spoke on behalf of the freedom campaign.

Sounds of Big Ben in London, the bell in Notre Dame of Paris, the Freedom Bell of West Berlin, and the Chong-No bell in Korea were also incorporated into the program, taped for broadcast over CBS at 5:30 p.m. (EDT).

Funds from this year's campaign will be used to provide two more transmitters for Radio Free Europe, Gen. Clay explained. Grants also will be made to Radio Free Asia, sponsored by the Committee for a Free Asia, which started daily newscasts to the Chinese mainland last week (see story this issue) [BROADCASTING • TELECASTING, Sept. 3, July 23].

Gen. Clay also announced the appointment of Gen. David Sarnoff, RCA board chairman, as New York City's drive chairman.

CBS analyst Edward R. Murrow narrated the broadcast which will be translated into six languages for use over Radio Free Europe in the propaganda war against communism.

Chicago Ad Exec. Club

FREDERICK A. NILES, producer for Kling Studios, will talk about TV commercials and how they are produced at the Advertising Executives Club of Chicago's first meeting of the year today (Monday). Mr. Niles has worked at KVFD Fort Dodge, Iowa; KGLO Mason City, Iowa, and WAAF Chicago. He joined Kling Studios after serving with a propaganda unit of the Army during World War II.

$1050.00
AWARD

KFMJ, in Tulsa, Oklahoma, the Fred Jones station, has announced an award of $1050.00 if, and when, it does not outsell ANY other medium in Tulsa on a mutually approved promotion. Results to be measured by ARBI for 3 days, and advertising to run simultaneously on same merchandise, with an expenditure of $150 or more.

KFMJ is one of America's top independents in share of audience. Are you using it in Tulsa?
Call Indie Sales, New York.

LAWSON TAYLOR
Manager

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

3R's=1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities. Represented by Raymer

CBS

Radio TOWERS

★ BROADCASTING ANTENNAS
★ 2-WAY COMMUNICATION
★ TV-FM SUPPORT TOWERS
★ MICROWAVE RELAY TOWERS

DIRECTIONAL ANTENNAS

BY WINCHARGER

SPECIFY Genuine WINCHARGER TOWERS for POSITIVE RESULTS

Ahead of them All!

WINCHARGER

ENGINEERING SERVICE

AM-FM-TV-Short Wave or 2-Way Communication problems are all within the expert scope of Wincharger engineers. You'll get experience-seasoned advice on every phase of design, requirements, installation and maintenance. Write for free new booklet describing all types of Wincharger Towers in detail.

WRITE
WIRE
PHONE

You have to be GOOD to be the LEADER

Well over 1,000 successful antenna tower installations from coast to coast testify to Wincharger's "know how" in radio tower design and construction. Many of the first directional antennas were pioneered on Wincharger drafting boards. The slender uniform cross section permits highly efficient radiation combined with surprisingly low initial and maintenance costs. A sleeker, streamlined tower with adequate high safety factor. Directional arrays of Wincharger Towers are efficiently serving many stations where strict adherence to a critical and complicated broadcasting pattern is most essential.

BE PREPARED the Minute New TV Channels are Available

—

write NOW!

WINCHARGER Corporation

TELEPHONE 2-1844 Dept. 3
SIOUX CITY 2, IOWA, U.S.A.

30 NEW CONTRACTS IN 30 DAYS

(July 20 – August 19)

Join the ever-growing list of National, Regional and Local Accounts who advertise on K-NUZ.

K-NUZ not only offers more listeners per dollar invested, but also a number of the top Hoopers in the Houston Market.

Results speak much louder than words . . .

Ask about these campaigns:

Ebony Magazine
U. S. Green Stamps
Bendix T. V.
R. C. Cola
Capehart T. V.
Hunt Mattress Co.
Jet Dog Food

Their Success Stories are Proof of K-NUZ' Sales Ability.

For information call
FORJOE
National Representative
or **DAVE MORRIS**
General Manager
at KEystone 2581

"RADIO RANCH"
P. O. Box 2135

J. M. NASSAU

Pa. Radio Pioneer Dies

JOSEPH M. NASSAU, 48, president and general manager of WAEB Allentown, Pa., died Sept. 2 after a heart attack.

Burial was Wednesday morning from St. Luke's Catholic church.

One of the pioneers of radio, Mr. Nassau taught wireless engineering in the Philadelphia Marconi School during World War I. His commercial radio career began with the John Wanamaker station, WOO Philadelphia, as an engineer. He later became known as an announcer and tenor vocalist, finally becoming manager of the station. Later he joined WLIT Philadelphia and in 1930 started WHAT, which he operated until its sale to the Philadelphia *Public Ledger*. WHAT is now licensed to Independence Broadcasting Co.

Mr. Nassau was general manager of WLIT from 1932 to 1935, when it merged with WFI to become WFIL. In 1935 he formed Seaboard Broadcasting Corp., which bought and operated WIBG Glenside. He was a radio management consultant for a few years after the sale of WIBG [now Philadelphia], but started WMRF Lewistown, Pa., in 1941. During World War II he was consultant on Air Force radio equipment purchases and later was radio director in Pennsylvania for war bonds.

Mr. Nassau became vice president and general manager of WEEU Reading in 1944, but sold his interests and returned to radio management consultation. In 1948 he formed WAEB Allentown.

He is survived by his widow, the former Marian Hodgson.

Erland Echlin

ERLAND ECHLIN, executive of McConnell Eastman & Co., Toronto, died at Toronto Aug. 31 of coronary occlusion. A former foreign correspondent for British, Canadian and American newspapers and magazines, he was newscaster from London for CBS from 1938 to 1941. Born at Flamboro, near Hamilton, Ont., he served overseas during World War I, was foreign correspondent in London and western Europe from 1936-1941, was newscaster with CKNX Wingham, Ont., for a period after returning to Canada from Europe after World War II. He leaves his wife and two daughters.

Sol N. Lasky

SOL. N. LASKY, 65, owner of the Lasky Advertising Service, died Monday at his home in Chicago. Chicago Lodge No. 4 of the Benevolent & Protective Order of Elks, of which Mr. Lasky was an active member, conducted funeral services Wednesday. Burial was in Rosemont Cemetery. Surviving are his widow, Mrs. Rosalind Lasky; a son, Martin, and a brother, Joseph.

Baseball's Female Fans

WNEB Worcester, Mass., has long suspected that its broadcasts of Boston Red Sox games attracted a growing number of women listeners. The station feels that a just-completed contest proves it. WNEB offered six pairs of game tickets, plus transportation to the six persons writing in with the nearest answers to the question: How many baseballs did the Red Sox use in their official 1950 home games? The station reported that 34% of the entries were from female fans who indicated that they'd be lost without the baseballcasts.

NEW VOA SHOW

Beamed to Japan

ALMOST concurrent with the Japanese peace treaty conference, the State Dept. last week launched a series of daily Voice of America broadcasts to Japan in both Nipponese and English. Initial broadcast included statements by Vice President Alben Barkley, Secretary of State Dean Acheson, and other U. S. officials.

The special programs will touch on special events, news commentaries, features and music and emanate from New York with relay by West Coast transmitters and those in Honolulu and Manila. Anthony J. Kaye, deputy chief of the Army Civil Information Section's Radio Branch, will head the new Japanese desk for the Voice of America. Addition steps up the Voice output to 50 daily program hours in 46 languages.

Mrs. Ralph H. Booth

MRS. RALPH HARMAN BOOTH, 72, mother of John Lord Booth, station owner-publisher, died Sept. 4 at her Grosse Pointe home, near Detroit. Mrs. Booth was the widow of the Michigan publisher and former Minister to Denmark. Mr. Booth is owner of Booth Radio Stations Inc., and a director of Booth Newspapers Inc. Booth stations are WJLB-AM-FM Detroit, WBBC Flint, and WSGW Saginaw, Mich.

PEACE TREATY

KIKI Denied VOA Report

KIKI Honolulu was denied permission to rebroadcast Voice of America accounts of the Japanese Peace Treaty signing in San Francisco and has complained to Secretary of State Dean Acheson.

Royal V. Howard, KIKI owner-president, on Aug. 24 wrote the State Dept.'s International Broadcast Div. in New York to release VOA broadcasts for local coverage in Hawaii.

On Aug. 27 a wire answered his query, saying that VOA authority extended only to broadcasts *abroad* and therefore permission could not be granted for rebroadcast within U. S. possessions.

Mr. Howard wrote Secretary Acheson: "It seems silly to deny KIKI this opportunity to perform a great public service in Hawaii" when countries throughout the world, including those behind the Iron Curtain, would receive the VOA broadcasts.

It seemed "silly" also to Mr. Howard that Hawaiians could pick up the VOA transmissions on a shortwave set, yet be prohibited from hearing the broadcasts on a regular set.

Copies of the letter to the Secretary were sent to Sen. Joseph C. O'Mahoney (D-Wyo.), Sen. Edwin C. Johnson (D-Col.), Joseph R. Farrington, Delegate from Hawaii, and to FCC.

Ernest Cram

ERNEST R. CRAM, 70, Brooklyn radio engineer, died Sept. 4. Born in Boston and educated at Harvard, Mr. Cram was a founder of the Society of Wireless Telegraph Engineers, which has since become a part of the Institute of Radio Engineers.

WDGY Minneapolis awarded national citation by American Legion for "education, entertainment and inspiration of the community." According to Legion officials, it was first time such an award made in station's area for recognition of service by any radio station.

WCKY PRODUCES RESULTS

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WCKY CINCINNATI

What! Only *black bread?*

"Nice thing to serve a guy after a hard day's work!

"Why . . . that's the kind of food they eat on the other side of the iron curtain.

"Then I caught on to why Mabel did it. I'd complained we'd had baked ham *twice* that week. So this black bread business was her way of teaching me a lesson in thankfulness. And I admit I needed it.

"Here I am living in a democratic America. And we've got plenty else besides good food to be thankful for. *We've got Freedom* . . . and that's the tastiest dish any people could ask for!

"Freedom of worship . . . that's important. So's free speech. So's the secret ballot. What's more, we can travel wherever we please, own a house or a farm or a business or get a job like I have with Republic, turning out the steel this country needs. We can put our hard-earned bucks into a bank account, stocks and bonds, or a weekend fishing trip. Freedoms like these are all old stuff to us.

"Trouble with us is we take it for granted that we'll *always* have these Freedoms. But, come to think of it, many of those oppressed people used to have Freedoms, too. *They got careless, though,* and let a lot of power-hungry dictators 'plan' their Freedom right out from under their noses.

"Like Mabel was hinting at, I guess it's smart to be thankful for what we have . . . and to take a more healthy interest in which way we're heading.

"By the way . . . did *you* ever eat a meal of just dry, hard black bread? *Ugh!*"

REPUBLIC STEEL

Republic Building, Cleveland 1, Ohio

REPUBLIC STEEL

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free . . . an America looking to the Steel Industry for strength both in times of peace and in times of war. In today's national emergency, Republic is doing all it can to help meet the huge requirements of steel for National Defense. At the same time, Republic is making every effort to provide Industry and Business, too, with quality steel to meet civilian needs as fully as possible.

* * *

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.

CRJ ELECTS THREE

Terry Speaks at U. of Ill.

THREE new educator members have been elected to the Council on Radio Journalism, which jointly represents the broadcasting industry and schools of journalism, it was announced last week.

The new members, elected Aug. 29 at the national convention of the Assn. for Education in Journalism, are Baskette Mosse, chairman, division of radio, Northwestern U. School of Journalism; Professor Paul Wagner, school of journalism, Ohio State U., and Professor Donald E. Brown, school of journalism and communications, U. of Illinois, Urbana.

Three additional members to the council are to be appointed later this year to represent the broadcasting industry. These appointments are to be made by Harold E. Fellows, NARTB president.

The council met in connection with the AEJ convention, held on the U. of Illinois campus.

Hugh B. Terry, vice president and general manager, KLZ Denver, spoke on "Responsibility of the Radio Station Manager in Broadcasting News and Public Events."

Mr. Terry warned, "It is vital that radio management protect its newsroom from pressure of any form. This goes for sponsors . . . prominent persons in the community . . . and within the station from the various departments.

"The factual, unbiased reporting of news is basic to any radio station if it is to build a reputation for integrity among its listeners," said Mr. Terry.

He concluded by reminding his audience that "management should protect its newscasts." This may be done, he added, by seeing that "newscasts are programmed in good time periods, care is taken in the type of sponsorship and product association, and news periods are protected against encroachment and shifting around for other programs."

FLOYD BASKETTE, chairman, Council on Radio Journalism, extends a welcoming hand to Ben Chatfield, news director of WMAZ Macon, Ga. Mr. Chatfield, president of the National Assn. of Radio News Directors, became a member of the Council following a change in the by-laws which provides that NARND shall be officially represented on the group.

* * *

NARND AWARDS

Opens Station Competition

NATIONAL Assn. of Radio News Directors is now accepting nominations for outstanding news presentations by radio and television, between Sept. 1, 1950 and Aug. 31, 1951, Ben Chatfield, NARND president and news director of WMAZ Macon, has announced.

Competing stations will be judged on reports of special coverage of one or more major news events, plus reports of special coverage of community activities or problems. Facilities of station and size of news staff should be reported, as judges will take these factors into consideration. Entries should include recordings of radio shows and kinescopes of TV shows where possible, and be sent to Baskette Mosse, Medill School of Journalism, Northwestern U., Evanston, Ill., by midnight, Oct. 15. Awards will be presented at the 1951 NARND convention, to be held late this fall in Chicago. Winners in 1950 were WOW Omaha for radio and WHAS-TV Louisville for television.

AFTER 23 YEARS

Circus Buddies Meet Again

IN THE SPRING of 1925 two men met while working for the Hagenbeck & Wallace Circus at its winter quarters in Peru, Ind. One of the men was an aerialist and acrobat, the other a wild animal trainer. They became inseparable buddies for the next three years, but then, like most show people do, separated and went with different circuses.

A fortnight ago the two men met for the first time in 23 years. They were united in the studios of WSGW Saginaw, Mich.

The former aerialist, Vince Picard, is now a WSGW salesman. The wild animal trainer now owns a circus. His name is Clyde Beatty.

After meeting Mr. Beatty again, Mr. Picard said, "Clyde is reported to be a millionaire and is a nationally known star, but he hasn't changed one bit from the Clyde Beatty I first met 26 years ago."

* * *

Clyde Beatty (l) and Vince Picard, former circus buddies, meet in WSGW studio after almost a quarter-century separation.

CANADIAN MEET

Strikes at Set License Fee

STRESSING radio regulations now in force in Canada hindering freedom of information, the Western Assn. of Broadcasters has gone on record urging repeal of the annual radio receiving license fee and the establishment of an independent regulatory body.

Annual meeting of the Canadian group was held at Banff Springs Hotel, Banff, Aug. 30-Sept. 1.

E. A. Rawlinson, CKBI Prince Albert, was re-elected president and Saskatchewan representative. F. H. Elphicke, CKWX Vancouver, was re-elected British Columbia representative and vice president; Gordon Love, CFCN Calgary, was elected Alberta representative, and W. A. Speers, CKRC Winnipeg, Manitoba representative. Ninety-seven persons registered at the convention representing 42 western Canadian stations.

At a closed meeting the final day of convention a resolution was passed urging the Canadian Assn. of Broadcasters "to take such steps as they see fit to request Parliament to abolish the present radio receiver license" because "the law presently requires the payment of a license and registration in Ottawa before Canadians can legally listen to radio broadcasts thus constituting an abridgement of a fundamental freedom of every Canadian."

No Longer Excuse

J. T. Allard, general manager of CAB, pointed out to the convention that "the need for regulation [of radio] arising from frequency allocations and related technical matters should not be permitted to serve any longer as an excuse for control" of freedom of information.

He stated radio should have the same rights and privileges extended to other forms of communication.

"The broadcast segment of the press should not alone be singled out for control," he said.

He stated an independent regulatory board is best for the broadcast industry. Mr. Allard also said definite plans for handling emergency broadcasting in civilian defense had been drawn up.

In view of the successful engineering clinic of western station personnel last year, WAB decided to hold clinics on radio programming soon. These are planned to be two-day meets, to be held at various western Canadian centers with program directors and station managers discussing and studying programming, music and incorporated services.

Meeting place for 1952 was decided to be Jasper Park Lodge, Jasper, Alberta, Sept. 10-14. Mr. Rawlinson was chairman of convention and R. G. Lewis, *Canadian Broadcaster*, Toronto, was guest speaker at the annual dinner.

BEFORE YOU DECIDE ON YOUR FALL SCHEDULE *in the* DETROIT *Area*

See How Much **MORE** *You Get Using*

CKLW

and it's 50,000 watts

AT THE LOWEST RATE OF ANY MAJOR STATION IN THIS MARKET

Guardian Bldg. • *Detroit 26,*

Adam J. Young, Jr., Inc. National Rep. • J. E. Campeau President

"We are adding thousands upon thousands . . ."

FRANK M. FOLSOM
President, Radio Corporation of America

"By a simple person-to-person canvass, we are adding thousands upon thousands of serious savers to our Payroll Savings Plan. Our employees are eager to contribute to the strengthening of America's defenses while they build their own security. They know that individual saving initiative means a blow at ruinous inflation. They know that is the line on which all of us at home can make our strongest fight."

"Thirty days has September." And every one of these September days is a D Day. In newspapers . . . magazines . . . over the radio . . . from the television screen . . . on billboards . . . contributed advertising will urge every American to "Make today your D Day. Buy U.S. Defense Bonds."

September days are "D" Days for management, too —*Decision Days.*

If you have a Payroll Savings Plan and your employee participation is less than 50% . . . or if you have not made a person-to-person canvass recently—consider this *your* "D" Day.

Phone, wire or write to Savings Bond Division, U. S. Treasury Department, Suite 700, Washington Building, Washington, D. C. Your State Director will show you how easy it is to increase your employee participation to 70%, 80%—even 90%—by a simple person-to-person canvass that places an application blank in the hands of every employee. He will furnish you with application blanks, promotional material, practical suggestions and all the personal assistance you may desire.

Your employees, like those of the Radio Corporation of America and many other companies will join by the hundreds or thousands because they, too, are eager to contribute to the strengthening of America's defenses while they build their own security. Make it very easy for them—through the automatic Payroll Savings Plan.

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

TAKE A GOOD LOOK AT

CHATTANOOGA

FIRST IN AUDIENCE IN THE MORNING

FIRST IN COST PER LISTENER

FIRST IN LOCAL ACCEPTANCE

Outstanding Local Personalities Build an Outstanding Audience

WDEF

CHATTANOOGA

1370 KC 5000 WATTS

Carter M. Parham, President

Represented by BRANHAM

HILL COVERAGE

Recommendations Issued

A SUGGESTED "code of procedure" governing commercial practices to be followed by radio-TV networks and stations in coverage of Congressional hearings was laid down by the Senate Crime Investigating Committee prior to its expiration Sept. 1

In a report designed for adoption by other committees on Capitol Hill, the crime-probers held that committees should not discriminate "unjustly" among media. The public, it affirmed, has a right to free access to news involving actions of Congress [BROADCASTING • TELECASTING, Sept. 3].

The committee recommended that:

- Sponsorship of a public proceeding be permitted only with prior committee approval.
- Commercial announcements originate outside the hearing rooms.
- Station identifications be limited to 10 seconds duration.
- Interruption of hearings for commercial or other comments, particularly by local stations for local or spot announcements, be prohibited.

Additionally, networks would be required, at the beginning or end of such proceeding, to include the announcement that "these hearings are brought to you as a public service by . . . . in cooperation with the . . . . television network."

To Save Time

Offering the suggested code as a means of saving time and expediting hearings, the committee also tendered "wholehearted approval" to the Kefauver proposal (S Con Res 44) now pending before the Senate Rules & Administration Committee. Sen Estes Kefauver (D-Tenn.) and a dozen other Senators urged a "code of conduct" for hearings, with provision for full coverage by radio, TV and other media save in cases where the witness proves to the committee chairman that such devices "annoy" him [BROADCASTING • TELECASTING, Aug. 27]. It was drafted because of the "advent of new methods of rapid communication."

Both Senate and House approval is necessary before the code becomes practice. The rules group may take up the resolution at its executive meeting next Wednesday. The crime committee's report was submitted in connection with S Res 202 (as amended) which authorized its crime exploration activities.

The Kefauver resolution provides that:

(Sec. 12.) Subject to the physical limitations of the hearing room and consideration of the physical comfort of witnesses, equal access for coverage of the hearings shall be provided to . . . newspapers, magazines, radio, newsreels and television. It shall be the responsbility of the committee chairman to see that the various communication devices and instruments do not unduly distract or frighten the witness and interfere with his presentation.

In its report, the crimeprobers, headed by Sen. Herbert R. O'Conor (D-Md.), note the issue of the advisability of permitting TV coverage "does not relate to television as such," since the latter is merly "another improved method of public communication."

The report continued:

No serious objection has been raised to the use of flash-bulb photographs for newspaper publication and the use of radio to broadcast public hearings has been a common practice. Newsreel cameras present the most difficult problem because of their bulk and the brilliance of the lights required for their use. . . . Adding television merely has the effect of increasing the number of people who can actually see the proceedings. Television cameras are quiet and unobtrusive and they require considerably less light than newsreel cameras. . . .

"It is the degree of public interest, not the desires of the committee, which governs the number of new representatives and the amount of equipment that the committee will be asked to allow in the hearing room," the report added.

Cites Pool Operation

The committee also observed that TV networks have operated on a pool basis, reducing the amount of equipment. It also cited instances showing varying degrees of bans imposed on media.

The probers also scored another popular conception: ". . . the error of placing Congressional hearings in the same category as trials in court." A court trial, it noted, is "entirely different" and for numerous reasons, radio broadcasting of court proceedings are expressly forbidden. The function of the Congressional committee is to obtain information, while a jury must weigh evidence without distraction in a "calm and judicial atmosphere."

Turning to commercial sponsorship, the committee explained:

Unlike most public interest programs, a Congressional hearing if fully broadcast, occupies long periods of time, often extending over several days. During this period, a radio or television station or network, in order to carry the hearings, is required to cancel all of its regular commercial programs. This involves not only loss of revenue but also, in some cases, the payment of cancellation penalties. Seldom can a station or network afford to bear this enormous financial burden.

The code for commercial radio-TV sponsorship, the committee added, was drafted after extensive study with its staff and consultation with industry representatives in an effort to reach an understanding. The Senate Crime Investigating Committee had to act without benefit of precedent when it received requests to televise the crime hearings, it was stressed.

Following is the set of standards proposed for sponsorship:

1. No television network or station shall use for the hearings a commercial sponsor not specifically approved in writing by the committee or its designated representative, and no sponsor shall be charged by a network or station more than such reasonable amount as may be consistent with the usual charges for other programs emanating from a public source.

2. No commercial announcement shall be broadcast from the hearing room.

3. Breaks for station identification during the hearings shall be limited to 10 seconds.

4. No network or station shall make any comment or commercial announcement during the testimony of a witness, or interrupt the broadcasting of the testimony of a witness for the purpose of making any such comment or announcement.

5. During each pause or intermission in the hearings, the network may make a commercial announcement lasting not more than 1 minute and, except in the case of a newspaper, magazine, or other publication of general circulation referring to reports of the hearings to appear in its columns, such commercial shall be institutional in character and shall make no reference to the hearings.

6. No local station shall interrupt any portion of the broadcasting of the hearings as received from a network for the purpose of making any spot or other commercial announcement.

7. A network or situation may, at any time, make a complete break from the broadcasting of the hearings for the purpose of broadcasting other programs.

8. At the beginning and end of the broadcasting of the hearings for any day, the network carrying the hearings shall make the following announcement or its equivalent:

These hearings are brought to you as a public service by the X Company in cooperation with the Y Television Network.

TRANSMITTERS WANTED

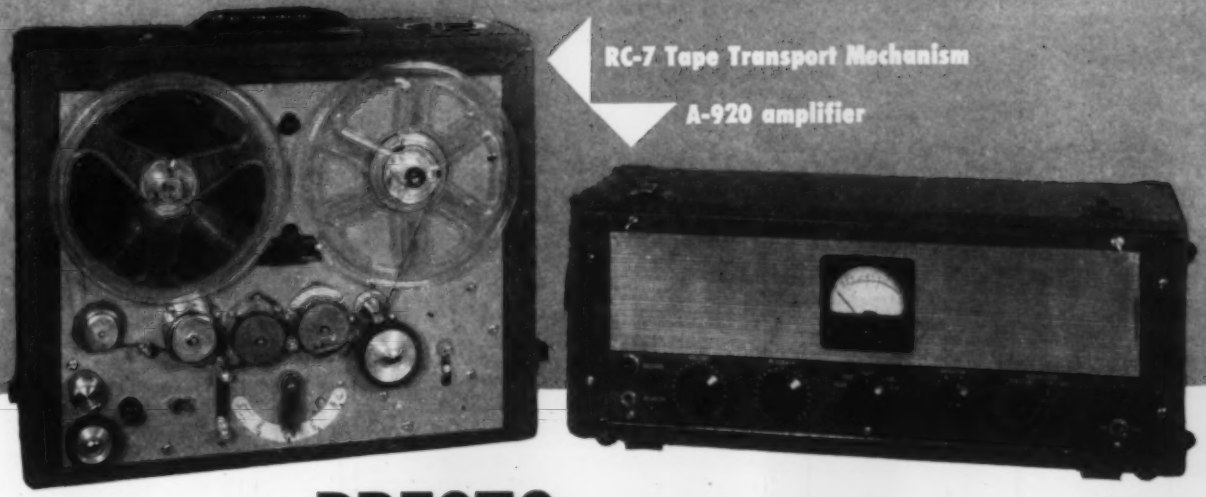
used, in good operating condition and appearance

- **TV TRANSMITTERS** Studio equipment, cameras
- **AM BROADCAST TRANSMITTERS** and studio equipment
- **SHORT WAVE TRANSMITTERS**

For immediate or future delivery. Substantial cash binder available. *Negotiations strictly confidential.*

Write Box 170
Cromwell Advertising Agency, Inc.
175 Fifth Ave., New York 10

introducing
a worthy successor



the new PRESTO portable tape recorder*

The new streamlined PT-920 (the designation for the group consisting of the RC-7 mechanism and the A-920 amplifier) will take the place of the famous PT-900, one of the most widely used tape recorders in the world.

The tape transport RC-7 has a 3-motor drive which eliminates the friction take-up clutch and tension adjustments. It also has fast forward and rewind speeds and instant switching to eliminate danger of tape breakage.

The A-920 amplifier is a compact unit with single microphone input, and a power output of 10 watts. An A/B switch provides monitoring either from the recording amplifier or directly from the tape. Connection with the RC-7 is easily made with only two plugs. The original A1-900 amplifier, with three microphone input, is still available, however, for use with the RC-7 if desired.

*Model PT-920

Due to mechanical improvements and streamlining, the PT-920 actually *costs less than the PT-900.* For complete information write direct or contact the PRESTO distributor in your community today!

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs Ltd., Dominion Square Bldg., Montreal

Nine-Man Staff

(Continued from page 46)

mission advertising salesman. All three men earn talent fees paid only by advertisers. WIRC pays no talent, but encourages advertisers to pay it for special shows. Occasionally a staff announcer is alowed a 10% sales commission for personally selling an assigned account which the regular salesmen have repeatedly failed to sell. Thus, all program department personnel, including the traffic-program manager, have inducements in the form of talent fees or commissions for extra initiative.

(d) *Morning shift*—The morning man works his announcing shift from sign-on at 6 a.m. until 12:45 p.m., Monday through Saturday. He gets a half-hour break from 8-8:30 a.m. while salesman-relief announcer presents *Swap Shop* talent program personally from the control board. Thus the morning man has 1½ days off each week—all day Sunday and a half-day Saturday. One relief shift is Sunday morning, the other Saturday afternoon.

(e) *Afternoon shift*—The afternoon announcer starts on duty at 12 noon. This provides two-voice air work from noon through the midday local news, a 15-minute newscast 12:30-12:45 p.m. Afternoon shift varies greatly during the year because of the changing sign-off time, based on an average of local sunset. In summer, his shift lasts from noon until 7:45 p.m., but he gets breaks from 4-4:30 p.m. and 6-6:30 p.m.

The first break is provided by the traffic manager's half-hour hillbilly disc jockey show, during which she operates the control board herself. The late afternoon break is provided by relief announcer, who also supplies a two-voice share in the home final news, 5:45-6 p.m. In the winter months, when sign-off is as early as 5:15 p.m., he makes up working hours by helping with copy writing and other programming work each morning before lunch. The afternoon announcer's time off duty is all day Saturday and a half-day Sunday morning.

PANEL for BAB discussion period at NARTB Roanoke meeting included (l to r): J. W. Hicks, WCOS Columbia, S. C.; E. S. Whitlock, WRNL Richmond; R. W. Youngsteadt, WPTF Raleigh; Harry B. Shaw, WSJS Winston-Salem; James A. Hagan, WWNC Asheville; Harold Essex, WSJS, District 4 director.

ENGINEERING DEPARTMENT

(a) *Personnel*—The WIRC engineering department consists of only two men, both licensed first-class operators. The only person performing other engineering duties is a part-time remote operator (unlicensed), who originates all Sunday church remotes.

(b) *Operation*—The two licensed engineers stand the complete transmitter watch. They make all necessary repairs both to transmitting and studio technical equipment, cut all disc recordings, prepare all engineering reports for the station, and—in the interest of economy—they perform the yearly proof-of-performance required by the FCC. The small number of engineering personnel has fostered friendly attitude of cooperation between the engineers and the other departments.

Since the WIRC transmitter is some 2½ miles from the studios and separate operation is therefore utilized, the engineers normally do no announcing. During their regular transmitter watch, the engineers also maintain the station program log. As we are a local station, we feel the engineer has more time at his disposal to do this than the announcer, who also doubles as control operator. Keeping the log is made as easy as possible for the engineers by the program department. All information which can be pre-entered on the log is typed in advance at the studios. Actually, this requires no extra work for the program department, as the pre-entered portion of the log is merely the "original" of the several copies of the daily operation schedule prepared for the announcers. The work week of each engineer is the hourly equivalent of one-half of the station's operating hours for that week. After considerable experimentation, a staggered schedule of working hours has been worked out. This affords the engineers sufficient days off for recreation. When one engineer is off, the other works the entire broadcast day without a break. Contrary to first impression, this has placed no burden on the engineers. Each engineer has two weekdays and alternate Sundays off.

KCMC and KCMC-FM

TEXARKANA, TEXAS
ABC-TSN

In Texarkana more people listen to KCMC, daytime or nighttime, than all other stations combined! Put KCMC's programming know-how behind your sales message — where dollars flow from oil, agriculture, manufacturing, livestock. Dollars to buy your products!

239,330 PEOPLE

Represented by
O. L. TAYLOR CO.

Frank O. Myers, Mgr.

KAMD CAMDEN, ARKANSAS

KAMD-MBS is the pioneer station of South Arkansas serving Ouachita County. Camden is the home of one of the largest Navy Ordnance installations. Thousands of residents employed in vast paper mills, furniture factories, lumber industry, and agriculture.

TWO NEW PI OFFERS

This Time They're Vitamins, Christmas Cards

INJECTION of some zip into the sale of Vip has been undertaken by the law offices of Saul W. Goldberg, Berger Bldg., Pittsburgh, according to a per-inquiry offer sent stations by Attorney Goldberg. Also brightening the pre-autumn market is a Christmas card per-inquiry offer.

Per-inquiry techniques have been adopted—only for radio—by the law firm on behalf of the distributors of Vip, described as a new vitamin capsule containing Vitamin B-12, plus assorted other vitamins and minerals. A sample label specifies Drug Packaging Inc., Pittsburgh, as distributor.

Attorney Goldberg informs stations that Vip's distributors are beginning a new advertising campaign which features the sale of an introductory one-week supply of this vitamin capsule for $1. "This quantity," he says, "permits the public to determine whether or not the vitamin is beneficial, without being forced to invest large amounts as is required in the purchase of most other vitamin capsules." He continued:

The distributors are starting an area by area campaign to acquaint the public with their product. For the radio portion of their advertising they are proceeding strictly on a per-inquiry basis. They are prepared to pay 30% of the sale price to the station securing the orders. C. O. D.'s will not be accepted. Full payment must accompany each order.

Submitting the Christmas card offer is Radio Advertising Corp. of America, Jersey City, on behalf of Welcome Greeting Card Co. Welcome is advertising "for people who wish to earn money in spare time by taking orders for Christmas cards that 'sell on sight'."

For each bona-fide lead mailed in or phoned to the station, Welcome will pay $1, the offer specifies, adding, "Our client's 16 years' experience has shown this to be a very fair price to pay for leads. We pay $1 a lead net to you, and we worry about the percentage of closures and how many boxes they sell."

Brightening the offer is a tip that the client plans another campaign starting in January and running through June, after which it will switch to Christmas cards again.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL

XUM

SEPTEMBER 10, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

FALL FORECAST...

. . . good shows
followed by
heavy audiences
on DU MONT!

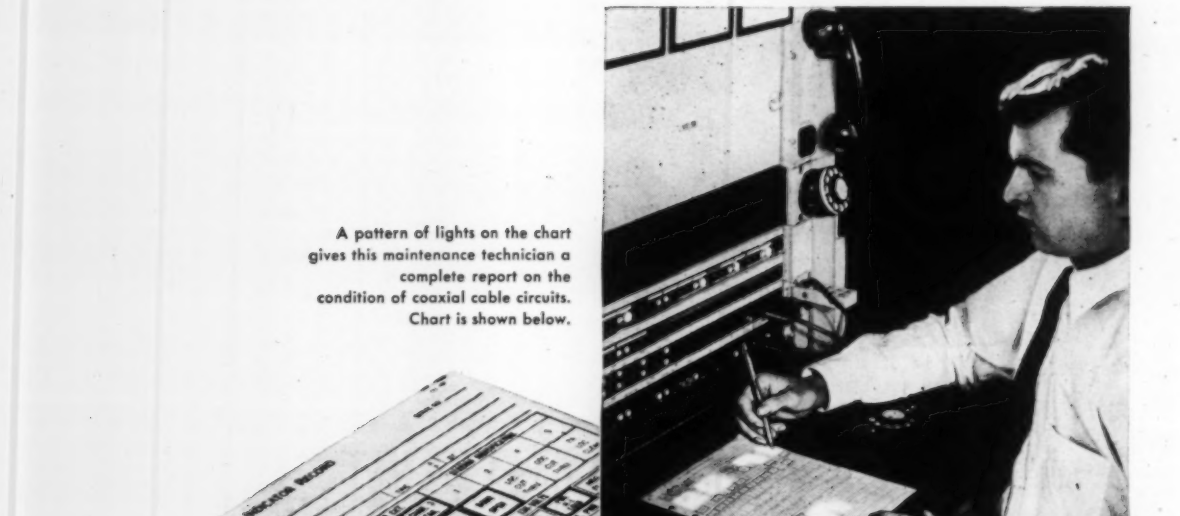
PROFESSIONAL FOOTBALL	Sunday Afternoon
CAVALCADE OF STARS	Friday 10-11 pm
DOWN YOU GO	Friday 9-9:30 pm
ADVENTURES OF ELLERY QUEEN	Thursday 9-9:30 pm
BIGELOW-SANFORD THEATRE	Thursday 10-10:30 pm
COSMOPOLITAN THEATRE	Tuesday 9-10:00 pm
KIDS & COMPANY	Saturday 11-11:30 am

These are just a
few of the many
fine audience attracting
shows that will comprise
the Fall lineup of the

DU MONT

TELEVISION NETWORK
62 AFFILIATED STATIONS

A DIVISION OF ALLEN B. DUMONT LABORATORIES, INC. • 515 MADISON AVENUE, NEW YORK 22 • MU 8-2600



A pattern of lights on the chart gives this maintenance technician a complete report on the condition of coaxial cable circuits. Chart is shown below.

HE CAN SEE HUNDREDS OF MILES!

SOMEWHERE along a coaxial cable route—it may be a state or two away—a fault threatens television transmission. A warning light flashes in a central control room. The maintenance technician places a record sheet over a glass screen. Within seconds a pattern of lights shows exactly what's wrong.

Many times the fault can be corrected by automatic apparatus operated from the control center. Or the maintenance chief can send crews directly to the spot. In most cases the trouble will be fixed without interference with the program.

This and other automatic equipment keep transmission flowing freely along more than 19,000 miles of television channels—both coaxial and radio relay. To the Bell System, *maintenance* of network television service is just as important as providing channels.

The coaxial cable, radio relay systems and associated equipment used by the Bell System for television purposes are valued at nearly $85,000,000.

The cost for your use of this equipment? Bell's total network facility charges average about 10 cents a mile for a half hour of program time, including both video and audio channels.

BELL TELEPHONE SYSTEM

PROVIDING NETWORK TRANSMISSION CHANNELS FOR THE RADIO AND TELEVISION INDUSTRIES TODAY AND TOMORROW

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

SEPTEMBER 10, 1951

BROADCASTING • TELECASTING
$7 annually, 25c weekly

FALL OUTLOOK BRIGHT

Increased Network Signings

IT is hard to think of an adjective glowing enough to describe the outlook for network television this coming fall. The four TV networks last week, in listing business already signed, reported a total of 226 commercial programs, accounting for 125 hours and 28 minutes a week of network air time.

This represents an increase of 43% over last August's advance sales in number of sponsored TV network shows—158 at that time—and an increase of 30.7% in volume of commercial TV network time, which a year ago stood at 95 hours and 59 minutes.

Nor are these figures a true indication of the upswing in TV network commercial revenue for this fall compared to last, as they do not reflect the numerous rate increases that have been put into effect in the last 12 months. For the first seven months of this year, gross time sales of the video networks, as reported by Publishers Information Bureau, topped those for the like period of 1950 by a four-to-one ratio, with the month of July showing a five-to-one lead over July of 1950 [BROADCASTING • TELECASTING, Aug. 27].

Tabulated by networks, with the number of sponsored shows and the volume of commercial time per week already sold for this fall compared with the amount of business signed at this time last year, the programs listed in the adjoining column are summarized in the following figures:

Network	No. of Commercial TV Programs 1950	1951	Amount of Commercial TV Network Time Per Week 1950	1951
ABC	31	53	14:20	21:10
CBS	55	70	31:04	39:33
DuMont	13	17	11:45	19:45
NBC	59	86	38:50	45:00
TOTAL	158	226	95:59	125:28

Individual networks showed the following percentage increases in the number of commercial TV programs booked for this fall over the total signed at this time a year ago: ABC up 71%, CBS up 27.3%, DuMont up 30.8%, NBC up 45.8%. Percentage increases in number of sponsored hours each week are: ABC up 47.7%, CBS up 27.4%, DuMont up 68.1%, NBC up 15.9%.

Fred M. Thrower, ABC vice president for television sales, made this statement to BROADCASTING • TELECASTING on the fall outlook:

"The two key words in television today are growth and diversification.

"As many advertisers know, the size of television is greater than that reflected in set sales. True, the 15 million set mark will be reached before the end of the year. But even now, by the middle of 1951, Nielsen shows that in every evening of the week there are periods when television viewing homes outnumber radio listening homes, including non-TV areas.

"And, as television grows, with more and more proof of better than pay-out results, so grows our list of leading advertisers who benefit by this dynamic medium of 'in person' salesmanship. Today, nearly half a hundred advertisers have contracted for ABC network television, and the list is steadily increasing. The fact that users of network television outnumber those on network radio is the clue to their great diversification. Our advertisers come from all sections of America and represent almost as many product categories as their number. We regard this as a healthy indication that television can be a positive value for all."

David V. Sutton, CBS Television Division vice president in charge of network sales, offered this comment:

"Prospects for fall business on CBS Television look excellent. Nighttime is practically sold out, with the *Frank Sinatra Show* opposite Berle and the 6 to 6:30 p.m. Sunday period the best bets for new business. Quite a few advertisers have expressed interest in sending their shows live to the West Coast, and others want to originate on the West Coast.

"The daytime picture for this fall has far surpassed what we anticipated. Of the 110 quarter hours between 11:30 a.m. and 5 p.m. (Monday through Friday), CBS-TV already has orders for 47 quarter-hours — more than any other network has announced. Several additional daytime strip sales are pending. With *Strike It Rich* attracting increasingly large audi-

(Continued on page 97)

TV Network Clients for Fall 1951

ABC-TV

Sponsor	Program	Hours per Week		Agency
Admiral Corp.	Stop The Music	½		Erwin, Wasey & Co.
American Bakeries	Lone Ranger	½		Tucker, Wayne & Co.
Anthracite Institute	Better Home Show	½		J. Walter Thompson
Babbitt, B. T., Co.	Two Girls Named Smith	½		Wm. H. Weintraub & Co.
Bendix Home Appliances Inc.	Chance of a Lifetime	½		Tatham-Laird Inc.
Bona-Fide Mills	Versatile Varieties	½	EOW*	Gibralter Agency
Bristol-Myers Co.	Mr. District Attorney	½	EOW*	Young & Rubicam
	Foodini The Great	¼		Doherty, Clifford & Shenfield
Brown Shoe Co.	Say It With Acting	½		Leo Burnett Co.

* EOW—every other week.

(Continued on page 98)

NARTB BOARD MEET

Benton Plan Attacked

By J. FRANK BEATTY

THE NARTB Television Board, convinced that telecasters and broadcasters alike face one of the gravest threats in the history of electronic media, came up last week with a fighting program designed to meet the crisis head-on.

Dominating much of the discussion at the board's Thursday-Friday meetings, held at the Cavalier Hotel, Virginia Beach, Va., was the Benton legislation (S 1579, S J Res 76).

Around the conference table and at private discussions the directors weighed all the angles of this unprecedented legislation. All through the conversations a single note prevailed—"let's fight this thing through."

The discussion culminated Friday morning in a double-barrelled attack by the Board.

● Adoption of explosive resolution condemning the Benton measures and calling them threats to freedom of speech.

● Signing by all directors of a strong statement to be submitted to the Senate Interstate and Foreign Commerce Committee.

The resolution called the legislation "a direct step toward outright governmental censorship of radio and television programming." It went still farther by warning that the radio and television industry as well as the general public must be warned that this legislation imperils "freedom of expression in all mass media, including newspapers, magazines, books, motion pictures, etc."

Board Empowered

The board authorized NARTB to take all necessary steps to protect the American system of television broadcasting and directed that copies of the resolution be served on all NARTB members at each district meeting.

Frank M. Russell, NBC, moved adoption of the resolution, which was seconded by W. D. Rogers Jr., KEYL (TV) San Antonio.

The statement, directed to Sen. Ernest W. McFarland (D-Ariz.), chairman of the Interstate Commerce Communications Subcommittee, and Senate majority leader, warned the Benton proposals "are potentially more dangerous to free expression than any legislation that has been before Congress in the 30 year history of American broadcasting. Implicit in it are all of the evils of censorship and abridgement of free expression against which this nation's free citizens have fought for generations."

The board was "distressed" by the fact "that James E. Webb, Acting Secretary of State, testified on behalf of this censorship threat at a time when American television, by virtue of private enterprise, has initiated coast-to-coast

(Continued on page 90)

ALLOCATIONS

CBS Cites 'Monopoly'

MONOPOLY AMONG networks is fostered by FCC's proposed plan allocating insufficient VHF channels to major markets in the U. S., according to CBS Executive Vice President Joseph H. Ream.

In an unusually frank statement on CBS's position as a TV network with only two owned and operated TV stations (plus 45% interest in WTOP-TV Washington and purchaser for $6 million WBKB (TV) Chicago, if and when the United Paramount-ABC merger goes through), Mr. Ream delved into the economics of television in support of his network's proposals for additional VHF allocations to Boston, Chicago and San Francisco.

The CBS presentation was one of 128 filed last week with the FCC, covering the New England and Middle Atlantic states.

In a sense Mr. Ream's position was similar to that taken by DuMont in its filing three weeks ago—first in the city-by-city "paper" hearings to determine TV allocations throughout the U. S. [BROADCASTING • TELECASTING, Aug. 20].

But whereas DuMont protested the lack of sufficient VHF channels in major markets on the grounds that less than four meant discrimination against one or more TV networks, CBS took a different view.

CBS Claims Injury

CBS claimed lack of owned-and-operated stations in key cities hits where it hurts—in the pocketbook.

Also that such lack means insecurity on (1) clearances and (2) originations.

As in radio, owned-and-operated stations will be the money makers for a TV network, Mr. Ream stated. This is more true in TV because of the higher costs of programming and operation, he added.

"It is a fact of television network economics and operations," he said, "that a full complement of owned stations is a condition precedent to successful networking on a fully competitive basis.

"This pattern, it may be noted, is not temporary or arising out of interim circumstances. It follows the radio pattern, in which by far the major portion of Columbia's broadcasting profits have been attributable to our owned stations.

"The high cost of television networking, and particularly the cable costs which the networks bear, are likely to result in the accentuation of this phenomenon in the television field.

"Therefore, a network which owns a permissible quota of stations has a definite competitive advantage over a network which falls short of the quota."

It is no secret that CBS dragged its feet when it could have had what stations it desired. As the leading proponent of color TV, it asked the FCC to commercialize color in 1946-47. FCC denied that request. However, its system was chosen by the FCC after the 1949-50 hearings.

Therefore, CBS failed to swing onto the TV gravy train when others were doing so—obviously in the expectation of color TV.

Bald facts of commercial broadcasting were inherent in Mr. Ream's remarks that the lack of owned and operated stations in key markets stymied the matter of clearances.

"Inability to clear in one or two key markets, such as the cities involved in our proposals [Boston, Chicago and San Francisco]," Mr. Ream said, "may sometimes spell the difference between obtaining a network advertiser or losing it."

As for origination, Mr. Ream pointed out that owned-and-operated stations in key cities permit a network to use talent and facilities other than such markets as New York and Hollywood.

As to UHF, Mr. Ream said:

"For a considerable period, perhaps five years, perhaps more, a commercial UHF station cannot compete on anything like an equal basis with a commercial VHF station in the same community."

CBS also recommended all educational reservations be made in the UHF band in order to give more VHF stations to commercial broadcasters.

Sees Less 'Urgency'

Its thesis was there is not the same urgency for an educational TV station as there is for a commercial station.

[For the educator's side of this argument, see story page 84].

CBS offered three proposals each for Boston, Chicago and San Francisco. All entail adding another VHF channel to those cities in addition to those proposed by the FCC.

Here are the proposals:

For Boston—Assign additional VHF Channel 9, affecting these cities: Providence, R. I.; Manchester, Durham, N. H.; Portland, Lewiston, Augusta, Orono, Calis, Me.; Albany, N. Y.; St. John, Canada.

For Chicago—Assign additional VHF Channel 13 affecting these cities: Rockford, Urbana, Bloomington, Ill.; Indianapolis, Muncie, Connersville, Ind.; Piqua, Ohio; Milwaukee, Green Bay, Wis.

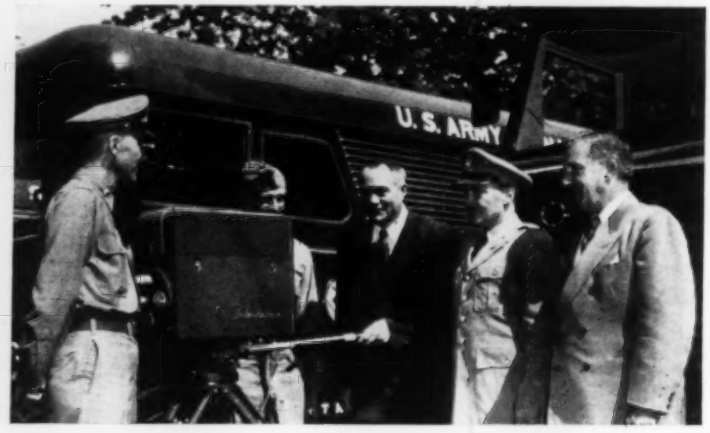
For San Francisco, assign additional VHF Channels 11 and/or 13, affecting these cities: Stockton, San Jose, Madera, Salinas, Calif.

Of the other filings last week, major hassle seems certain over Philadelphia groups' determination to keep VHF Channel 12.

FCC proposes only new UHF frequencies for Philadelphia—all VHF channels already occupied by the three existing TV stations. Of the four UHF frequencies, one would be reserved for educational broadcasters.

In original 1945 allocations, FCC

(Continued on page 109)



MOBILE TV caravan was developed for the U. S. Army Signal Corps by RCA and shown to officers before being turned over to Fort Monmouth, N. J. Labs. RCA officials on hand for showing were Charles M. Odorizzi (c), operating vice president, RCA Victor Div., and L. W. Teegarden (r), vice president in charge of technical production. Inspecting camera unit are (l to r): Lt. Col. Lester R. Kleinknight; Major E. L. Weeks; Mr. Odorizzi; Lt. Col. William H. Gaeckle, and Mr. Teegarden. Station on wheels, developed in conjunction with corps' engineers, is contained in four huge trucks, and includes complete transmitting and monitoring equipment, three field cameras, 10 receivers, a large-screen TV projector, and radio intercommunication system. The caravan will be used to explore the feasibility of TV for field instruction, and to develop instructional techniques via TV. It is contemplated that the equipment might have much value in telecasting intricate field exercises and "piping" the picture, by microwave radio link and/or coaxial cable, to expert observers, maneuver umpires, or to military classrooms.

SET SALES UP

But Prices Are Low

LOW PRICES, resulting from huge inventories, are moving television sets off dealers' shelves these days. But despite mass turnover, profits are being pared, too.

Dealers had in stock at the beginning of August between 900,000 and 1,150,000 TV sets, according to a Sept. 3 Dun & Bradstreet report—the first of its kind.

Manufacturers, at about the same time, had 768,766 TV sets in factory warehouses, according to the Radio-Television Manufacturers Assn.

That means there were between 1.6 and 1.9 million unsold TV sets at the beginning of August.

It is to wipe out that inventory—to clear the shelves for the new 1952 sets that have already been introduced [BROADCASTING • TELECASTING, Aug. 27, 20, 13, 6]—that manufacturers have pared prices.

Even Philco, a bare three weeks after it brought out its new 28-model 1952 line, revised its prices, cutting them all except low end models from $20 to $60. For example, the 20-in. table model was cut from $359.95 to $299.95.

Philco also added a new 17-in. table model at $229.95 and three 20-in. models to the line.

Other Price Cuts

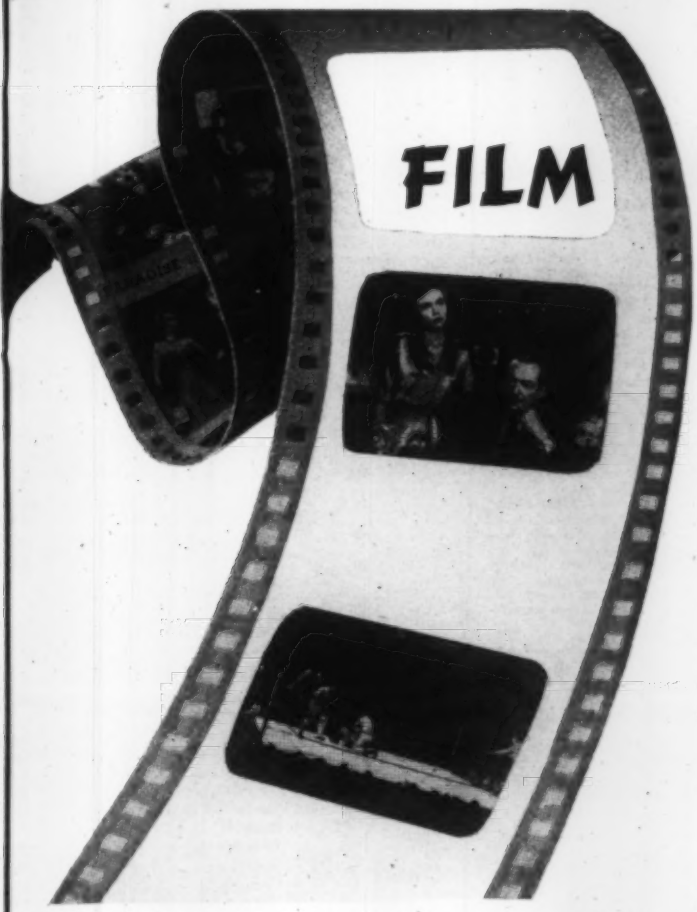
Following the lead of RCA Victor in cutting old-line prices [BROADCASTING • TELECASTING, Aug. 27], GE pared as much as $100 from its present line, e.g. 17-in. table from $269.95 to $249.95. Sylvania, a month after it had introduced its new line, revised its prices, cutting from $30 to $90 off list prices, e.g. 17-in. table from $249.95 to $219.95.

CBS-Columbia announced price cuts last week, amounting to about 25% on its present line (still called Air King). Cut put $199.95 price on basic 17-in. table model. At the same time it introduced a 17-in. metal table model to sell for $189.95, a 20-in. metal table model at $279.95. These bear the CBS-Columbia name, and have been engineered to easily accept a companion "slave" color unit.

RCA Victor, meanwhile, introduced 10 new sets. All were 17- and 21-in. models, with stress on their higher sensitivity. Circuits are engineered so that they can be produced with a VHF-UHF tuner in them for markets that have both types of stations. Basic 17-in. metal table model is priced at $279.95.

At the manufacturer level, optimism for fall-winter prospects continues, even though a high vol-

(Continued on page 85)



FILM IN THE FUTURE

AS TELEVISION'S HORIZONS EXPAND

By DAVE GLICKMAN

CROSS-COUNTRY microwave relay notwithstanding, film is expected to represent more than 65% of TV's future program total, with Hollywood as the major supply line.

That's the consensus among top advertising agency executives in Los Angeles, and many a station operator throughout the country shares that thinking.

Not wanting to set themselves up as oracles and talking "off the record," executives of various top agencies have told BROADCASTING • TELECASTING that "film is the thing" and their clients will be using "more and more of it as advertising budgets permit."

Big spenders, they believe, will use both live and filmed TV entertainment, with activity slowly increasing. "Fringe edge" advertisers, who must watch their dollars, will stick, however, to film on the local level, buying tailor-made products and/or old theatrical motion pictures available.

Stations, besides releasing TV network shows, live and kinescope, will continue to produce their own local programs, but Hollywood tailor-made products for video and available theatrical motion pictures, will make up an important part of daily programming.

Substantiating this thinking is the fact that 74% of the programming on non-interconnected TV stations throughout the country now is on film. A checkup reveals that some of the shows are kinescoped film supplied by the advertiser on a delayed basis, plus regular Hollywood-made theatrical film bought for either sponsored or sustaining programs, it was said. A fair percentage also now includes film produced especially for video.

Belief that TV will become overwhelmingly a film medium has been expressed by Don McClure, radio-television production department executive of McCann-Erickson Inc., New York. He said that Hollywood will inevitably win out in the battle with New York for video film honors.

Executives Lay Plans

Walter Craig, vice president and director of radio-television, Benton & Bowles Inc.; Joe Stauffer, program director of N. W. Ayer & Son, and Arthur Pryor Jr., vice president and director of radio-television for BBDO, are among New York agency executives who in recent months have been casing Hollywood, consulting with motion picture studio heads on what cooperation video may expect in the way of talent availability and space accommodations.

Advertising agencies should be spending well over $40 million of their clients' video money in Hollywood next year, according to Harry McMahan, owner of Five Star Productions, and pioneer in the making of industrial-advertising and video commercial films.

He told the Society of Motion Picture Comptrollers a few weeks ago that well over $4.5 million will be spent on TV film commercials alone this year by agency clients in Hollywood. Agencies, he added, will naturally control television film production. Filmed spots are only a part of the overall television film expenditure. Current year's expenditures include a $6.5 million for sponsored shows and another $5.5 million on open end shows slated to be sponsored regionally and locally, he stated.

Businesses Expanding

There are around 300 large and small production units across the country engaged more or less in turning out filmed spots and/or programming for television. Majority of these are producers of industrial and advertising films who gradually are swinging into the video field.

At last count there was a minimum of 75 independent TV production units in Hollywood filming programs. They are involved in a total of 185 series ranging in preparedness from announced ideas or plans to finished and sold products. Some of these production units are "one man" companies, Others are well staffed and financially established. And there is a score of TV film production units in the Hollywood area who make only commercial spots.

As far as can be ascertained, 25 of these Hollywood TV film companies have sold their products for the 1951-52 season and are either on the air now or will definitely start sometime in fall. Others have sold their filmed series for winter release, and are in process of completing production.

Products involve some 40 separate film series, 25 of them considered major entries in the programming field, at a total estimated production cost of approximately $423 million, on a 39 week season basis.

Figure is based on a conservative estimate of $14,000 per half hour of film, with total seasons' product amounting to around 820 hours. (Some few shows such as audience participations have been filmed for as little as $1,500, with others in the $20,000 bracket.)

The theatrical film industry last year produced 450 feature films—approximately 675 hours, and 550 short subjects or 100 hours, a total of 775 hours of film in all. With over 780 hours, already more film is being produced annually for TV in Hollywood than for theatrical exhibition. With production groups working at an accelerated speed, all figures on Hollywood TV film production and sales are subject to weekly change.

Leader in the field currently is Jerry Fairbanks Productions, with two major weekly series, *Bigelow Theatre* (sponsored by Bigelow-Sanford Carpet Co.) and *Front Page Detective* (sponsored by Guild

(Continued on page 94)

Station KRLD TV DALLAS

Serves THE LARGEST TELEVISION MARKET . . Southwest DALLAS FT. WORTH

Combined Population DALLAS and TARRANT COUNTIES . . . 920,500

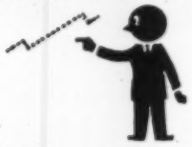
NOW there are 129,564 Television Homes in KRLD-TV's Effective Coverage Area

The CBS Station for DALLAS and FORT WORTH

this is why KRLD AM-FM-TV Channel 4 is your best buy

The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus



Rorabaugh Reports June Advertising

(Report 180)

TV NETWORK advertisers showed a slight gain of .6% in June, but the number of national-regional spot and local-retail advertisers fell off 2.7% and 6.9% respectively. The figures were released in the latest *Rorabaugh Report on Television Advertising*.

In general, advertisers using TV dropped 5.8% in June from the May total of 5,478. The June total was 5,160, made up of 1,064 national-regional spot accounts, 3,937 local-retail and 159 network.

The 159 network advertisers sponsored 210 programs on four networks. Of the programs sponsored, NBC led with 87, CBS followed with 67, ABC had 44 and DuMont had 12. Table I lists top

(Continued on page 98)

TABLE I

TOP TV NETWORK ACCOUNTS BY NUMBER OF STATIONS USED

Sponsor	Program	No. of Stations
	NBC	
DeSoto	"You Bet Your Life"	61
Hunt Foods	"Kate Smith Show"	61
Manhattan Soap Co.	"One Man's Family"	61
Texas Co.	"Texaco Star Theatre"	61
Swift & Co.	"Show of Shows"	61
	CBS	
R. J. Reynolds Tobacco Co.	"Garry Moore Show"	56
Carnation Co.	"Burns & Allen Show"	55
Nash-Kelvinator Corp.	"Morton Downey Show"	55
Philip Morris & Co.	"Horace Heidt Show"	53
Procter & Gamble	"First 100 Years"	
	"Garry Moore Show"	53
	ABC	
Ralston-Purina Co.	"Your Pet Parade"	61
B. T. Babbitt Co.	"Two Girls Named Smith"	61
Maiden Form Brassiere Co.	"Faith Baldwin Theatre"	59
McKesson & Robbins	"A Date With Judy"	56
General Mills	"Stu Irwin Show"	54
	DTN	
Drug Store TV Products	"Cavalcade of Bands"	34
General Foods Corp.	"Captain Video"	23
Drug Store TV Products	"Cavalcade of Stars"	22
DuMont Labs	"DuMont Royal Theatre"	17
Kaiser-Frazer Corp.	"Ellery Queen"	17
Larus & Brother	"Plainclothesman"	15

TABLE II

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Total
1. Foods & Food Chain Stores	47	356	403
2. Beer & Wine	8	139	147
3. Toilet Requisites	33	108	141
4. Household	23	88	111
5. Beverages	13	76	89
6. Laundry Soaps, Cleaners, Polishes	22	65	87
7. Miscellaneous	10	74	84
8. Drugs	12	46	58
9. Tobacco, Cigarettes & Accessories	24	29	53
10. Dairy & Margarine Products	6	44	50
11. Clothing & Accessories	5	38	43
12. Automotive (cars, tires, accessories)	17	24	41
13. Confections	6	33	39
14. Agricultural & Pet Foods	3	31	34
15. Jewelry & Accessories, Cameras, etc.	10	22	32
16. Gasoline & Oils	5	27	32
17. Radios, TV Sets, Phonographs, Accessories	10	13	23
18. Transportation	..	19	19
19. Financial	1	12	13
20. Publications	2	7	9
21. Public Utilities	..	7	7

TABLE III

LEADING CITIES BY TOTAL TV ACCOUNTS

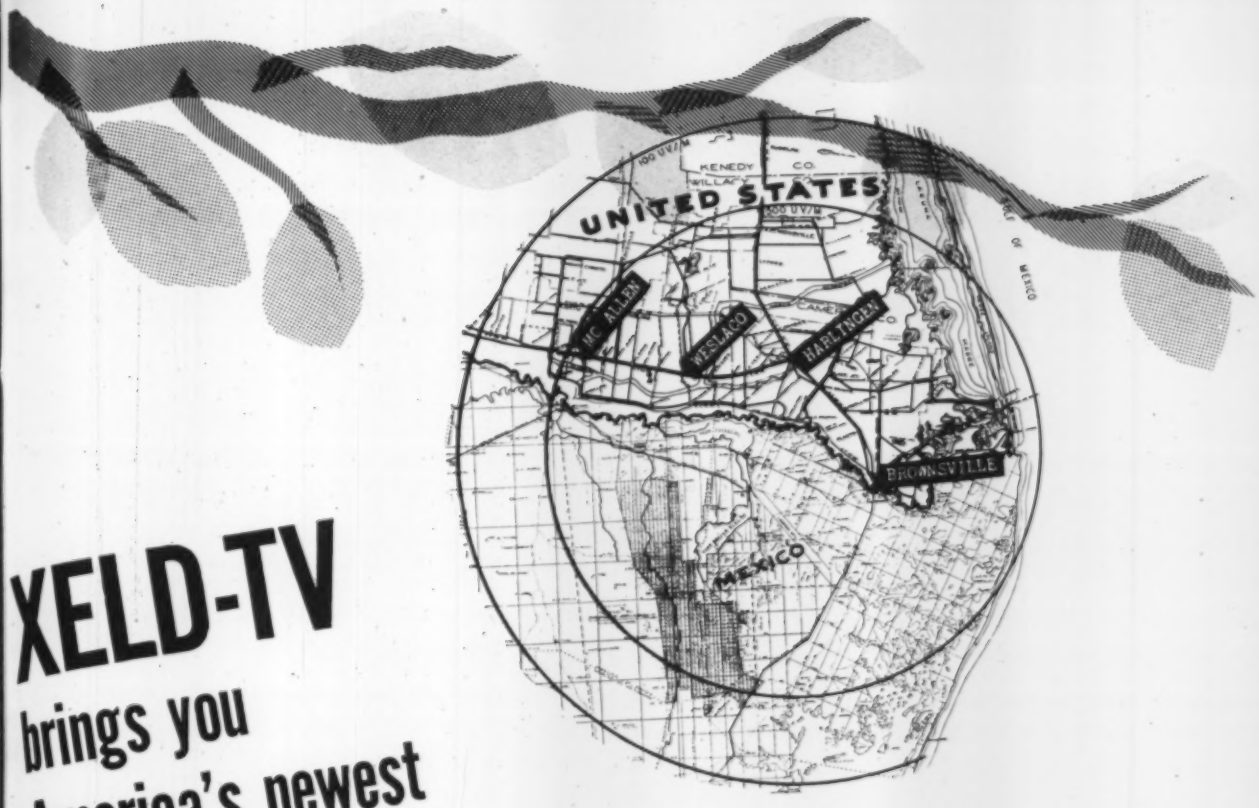
City	National-Regional Spot	Local-Retail	Total Accounts
1. Los Angeles	225	176	401
2. New York	248	143	391
3. Chicago	198	92	290
4. San Francisco	160	121	281
5. Miami	60	214	274
6. Philadelphia	185	85	270
7. Erie	56	203	259
8. Cleveland	159	91	250
9. Baltimore	137	103	240
10. Detroit	156	84	240
11. Washington	109	99	208
12. Dallas	92	100	192
13. Milwaukee	94	95	189
14. Pittsburgh	68	114	182
15. Minneapolis-St. Paul	104	73	177

Weekly Television Summary—September 10, 1951—Telecasting Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	9,450
Ames	WOI-TV	61,544
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	307,615
Binghamton	WNBF-TV	41,300
Birmingham	WAFM-TV, WBRC-TV	60,000
Bloomington	WTTV	17,200
Boston	WBZ-TV, WNAC-TV	753,760
Buffalo	WBEN-TV	209,565
Charlotte	WBTV	86,405
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	949,793
Cincinnati	WCPO-TV, WKRC-TV, WLWT	300,000
Cleveland	WEWS, WNBK, WXEL	486,491
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	129,564
Davenport	WOC-TV	59,506
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Dayton	WHIO-TV, WLWD	208,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	616,544
Erie	WICU	61,475
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	129,564
Grand Rapids-Kalamazoo	WLAV-TV	146,181
Greensboro	WFMY-TV	73,911
Houston	KPRC-TV	84,129
Huntington-Charleston	WSAZ-TV	50,562
Indianapolis	WFBM-TV	171,250
Jacksonville	WMBR-TV	38,750
Johnstown	WJAC-TV	103,629
Kalamazoo Grand Rapids	WKZO-TV	146,181
Kansas City	WDAF-TV	127,170
Lancaster	WGAL-TV	109,112
Lansing	WJIM-TV	55,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV KNBH KTLA, KTSL, KTTV	1,002,000
Louisville	WAVE-TV, WHAS-TV	100,502
Memphis	WMCT	93,160
Miami	WTVJ	81,600
Milwaukee	WTMJ-TV	251,399
Minn.-St. Paul	KSTP-TV, WTCN-TV	269,100
Nashville	WSM-TV	35,674
New Haven	WNHC-TV	168,000
New Orleans	WDSU-TV	62,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,490,000
Newark	WATV	
Norfolk	WTAR-TV	75,312
Oklahoma City	WKY-TV	93,487
Omaha	KMTV, WOW-TV	83,958
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	874,000
Phoenix	KPHO-TV	40,108
Pittsburgh	WDTV	300,000
Providence	WJAR-TV	162,000
Richmond	WTVR	95,071
Rochester	WHAM-TV	88,125
Rock Island	WHBF-TV	59,506
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		51,500
Salt Lake City	KDYL-TV, KSL-TV	50,254
San Antonio	KEYL, WOAI-TV	105,560
San Diego	KFMB-TV	210,000
San Francisco	KGO-TV, KPIX, KRON-TV	
Schenectady Albany-Troy	WRGB	168,900
Seattle	KING-TV	87,500
St. Louis	KSD-TV	300,000
Syracuse	WHEN, WSYR-TV	126,232
Toledo	WSPD-TV	125,000
Tulsa	KOTV	84,272
Utica-Rome	WKTV	50,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	274,150
Wilmington	WDEL-TV	77,677

Total Markets on Air 63 Total Stations on Air 107 Estimated Sets in Use 13,223,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.



XELD-TV

brings you America's newest television market ...the rich Rio Grande Valley

Starting Sept. 15, America's newest television station... XELD-TV, Brownsville, Texas, and Matamoras, Mexico, creates a new television market of unusual importance to advertisers.

XELD-TV's 2.8 kilowatts will cover the entire Rio Grande Valley, where television is eagerly awaited by 306,348 United States citizens and, below the border, by 200,000 Mexican citizens who buy United States products. This market, the third largest in Texas, is actually larger than Rochester, Memphis or Dayton. Its wealth produced more than $123,282,000 in retail sales during 1950.

A CBS affiliate represented by Blair-TV, XELD-TV is managed and staffed by veterans in Southwest advertising.

Spot clients are assured saturation of this productive market through use of both Spanish and English on local programming. Currently there are 1200 TV sets, with hundreds more being installed daily throughout the rich, home-loving Rio Grande Valley.

Advertisers who establish their franchises now will profit most from this unusually heavy interest in television among people with money to spend. Call Blair-TV today!

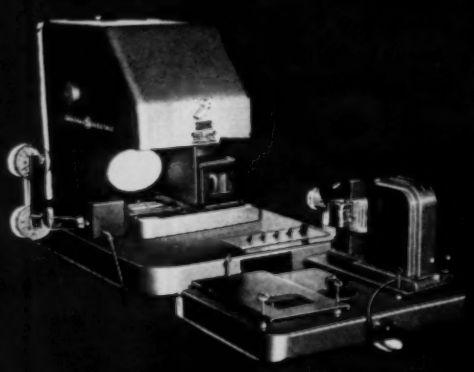
XELD-TV

Brownsville, Texas, and Matamoras, Mexico
CBS Affiliate
Channel 7 — 2.8 Kilowatts ERP — MONTE KLEBAN, General Manager
Sales Office: 1111 S. E. Levee St., Brownsville

Nationally Represented by BLAIR TV INC.

NEW YORK • CHICAGO • ST. LOUIS
DETROIT • SAN FRANCISCO • LOS ANGELES • DALLAS • JACKSONVILLE

New CBS television s
equipped b



studios by GENERAL ELECTRIC!

Complete studio facilities—including 4 camera channels—installed in record time of 18 days!

Remote Control is extremely versatile. It will accept as many incoming signals as would be required in any studio or station, and will also fade or switch any of these signals to multiple outputs.

There's plenty going on at Electronics Park these days—in research and manufacture for VHF, UHF and color TV. You're invited to come up and see what we've got before you buy any station equipment. For information and arrangements, call the G-E office near you.

HANDY LEATHERETTE ENVELOPE

. . . will be sent on request to station managers and engineers. Inside each envelope packed with illustrated specification sheets on G-E television equipment. Write: General Electric Company, Section 661-10, Electronics Park, Syracuse, New York.

GENERAL ELECTRIC

EDUCATORS

Accept UHF; Get Labor Boost

SUPPORT of labor leaders and the acceptance of UHF are the two developments that stand out in studying the strong pitches made by educators for the reservation of TV channels in last week's filings before the FCC.

Surprise of the filings was the switch from non-commercial to commercial requested by Michigan State College, East Lansing.

Originally, Michigan State had asked for the assignment for education of VHF Channel 10 to East Lansing—to which FCC proposed to allocate only a UHF channel.

Last week, Michigan State repeated its request for assignment of Channel 10 to East Lansing, but asked that it be made commercial. It has, it reported, $200,000 earmarked for TV and has been working with closed circuit TV.

Michigan State operates 5 kw WKAR, established in 1922.

Indication of labor's support is given in the announcement of a resolution to be introduced at the International Labor Press of America convention in San Francisco Sept. 14-16. It calls for the establishment "in every major and medium sized city in the country" of a TV station "specializing in the promotion of a more enlightened and better citizenship."

Resolution is to be introduced by Bernard Tassler, managing editor of the AFL's *American Federationist*, also calls for establishing an ILPA committee to work with educators to establish "a nationwide network of public service television stations owned and operated for the public good jointly by labor and educational institutions."

Submission of the same proposition to the full AFL convention, scheduled in San Francisco Sept. 17, is also proposed.

Week's filings were highlighted by presentations of New York State Board of Regents and the states of New Jersey and Connecticut.

The New York Regents reaffirmed their earlier bid for 11 channels, but withdrew request for VHF in Rochester and Buffalo.

In addition to approving FCC proposals for reservation of non-commercial channels for Albany-Schenectady-Troy, Binghamton, Buffalo, Ithaca, Rochester, Syracuse, Utica-Rome and in New York City, the Board of Regents asked for another UHF reservation in New York City and for Malone and Poughkeepsie — the only assignments to the latter two cities.

Multi-Millions Spent

Cost of the 11-station network was estimated at $3,850,000, not counting land and buildings — shrugged off as a minor consideration. The Board of Regents pointed out that for the fiscal year ending June 30, 1950, it spent $885 million to operate all kinds of educational institutions, museums, historical societies, etc. State aid amounted to $236 million plus another $2,300,000 for adult education. The educational plant is worth $2.3 billion, it said.

Yearly operating cost was estimated at $2,300,000.

Still going its own way is Cornell U.'s WHCU Ithaca which repeated its plan to move VHF Channel 3 to Ithaca for commercial use.

The New Jersey presentation included specific request for FCC grant to build a UHF non-commercial TV station at New Brunswick, to be operated by Rutgers U.

Since New Jersey has had no channels reserved for educational TV, it loaded its document with outraged comments from leading citizens.

It repeated its earlier request for UHF channels in Andover, Montclair, New Brunswick, Freehold, Camden and Hammonton.

The state of Connecticut, which has only one UHF channel reserved at Storrs for non-commercial TV, put in strong bid for four more UHF stations to establish a state-wide TV educational TV network.

Connecticut wants stations at Bridgtport, Hartford, Norwich and Waterbury.

Answer to the resolution of the Illinois Broadcasters Assn. last month opposing use of public funds to build and operate a state university TV station was made last week by U. of Illinois President George D. Stoddard in a letter to Ray Livesay of IBA.

The IBA resolution had stated that the university could "to much better advantage use the taxpayer's money to produce television programs for use on commercial stations . . . which will assure state-wide television coverage..." [BROADCASTING • TELECASTING, Aug. 6].

Mr. Stoddard said the university was considering the use of an educational TV station in conjunction with its agricultural, professional and adult education extension courses, and hopes to keep costs down through exchange of programs with other educational and commercial stations.

Ready-Made TV Audience in a PROFITABLE MARKET

COLUMBUS, OHIO
Channel 10

There's no question about WBNS-TV
***Complete* coverage of the central Ohio market**

SABINA—52 miles from Columbus—"We get WBNS-TV quite well here."*

KENTON—59 miles from Columbus—"The best is WBNS-TV—picture good—signal strong."*

WILMINGTON—58 miles from Columbus—"We get WBNS-TV the best of the Columbus Stations."*

NEW LEXINGTON—49 miles from Columbus—"WBNS-TV is coming in very good—the best of the Columbus Stations."*

The consumer data is here, and it shows you why central Ohio is such a rich and responsive market for you. There's no question about where to put your TV sales message in central Ohio for full coverage all around. Just check the Pulse ratings and you will see the popularity of WBNS-TV programs in this fastest growing TV market. Read the "WBNS-TV Coverage Story" and learn about the bonus coverage you get. Yes, top local and CBS stars assure you of a profitable and ready-made audience in the rich 24 county central Ohio area when you schedule WBNS-TV.

***From "WBNS-TV Coverage Story"**
To get your copy, phone Blair TV or write direct.

WBNS-TV

CBS-TV Network—Affiliated with Columbus Dispatch and WBNS-AM—Sales Office: 33 North High Street

SAG CANCELS

Lippert Productions Contract

SALE of new theatrical feature pictures for television use last week brought Lippert Productions the first Screen Actors Guild action against a motion picture producer. The guild served the producer notice of cancellation of contract.

Notice was served in accordance with the SAG basic contract with all producers giving the guild a cancellation right if the producer sold feature films made after Aug. 1, 1948 for television use without negotiating agreement with SAG for additional payment to actors.

Lippert recently sold a batch of such films to KTLA (TV) Los Angeles.

Essentially the action means that SAG members will not work for Lippert until differences are adjusted and the new basic contract is signed. In its notice the guild stated that "we hereby offer to meet and confer with you and the Independent Motion Producers Assn. of which you are member for purpose of negotiating new collective bargaining contract and would appreciate it if you would promptly advise us of a convenient time and place where such meeting may be held."

SAG recently presented demands for a new contract with producers to replace the present one. New contract asks ban of all theatrical films made after Aug. 1, 1948 from television use in place of the present cancellation clause [BROADCASTING • TELECASTING, Aug. 20].

RECORD "highs" were set by Television-Electronics Fund Inc., Chicago this month when firm reported total net assets of $7,153,000, with $13.1 net assets per share and number of outstanding shares 544,194.

KFI-TV NOW KHJ-TV

Personnel Changes Made

WITHOUT fanfare Don Lee Broadcasting System took over operation of KFI-TV Los Angeles from Earle C. Anthony last Thursday and station call letters became KHJ-TV identifying it with the networks AM operations. Six key KFI-TV department heads went along with new ownership.

George Whitney, formerly general manager of KFI-AM-TV, remained Don Lee as vice president in charge of TV sales [BROADCASTING • TELECASTING, Aug. 27]. Others making the shift include Ken Higgins, program director; Paul Knight, director of remotes; Brian Hale, supervisor of TV engineering; George Krisman, art director; Jim Love, film editor and Ted Meyers, news and special events.

Ward Ingrim, Don Lee executive vice president, will be active in both radio and TV. Tony LaFrano, Don Lee director of AM operations, adds television to his responsibilities. Herb Smith, in the network's accounting department, was made television production business manager and Jim Parsons, in charge of the network's public relations department, shifts to TV in a similar capacity. Rodney (Bud) Coulson, formerly KFI publicity director, takes over Mr. Parsons' former post. William Barron continues as Don Lee publicity news editor.

"Programwise, we will pursue the same aggressive policy that has made Don Lee Broadcasting System the nation's largest regional radio network," Willet H. Brown, president, who heads both AM and TV operations, said in announcing names of those being retained for KHJ-TV.

With the ownership change, Haan Tyler, manager of KFI-TV, shifted to KFI as general sales manager. He succeeds Kevin Sweeney, who resigned effective Sept. 15. Mr. Sweeney's future plans are not determined, he told BROADCASTING • TELECASTING.

Set Sales Up

(Continued from page 78)

one-small profit market is acknowledged.

The Dun & Bradstreet study was done at the behest of a number of the larger radio-TV and parts manufacturers. In addition to estimating the total number of TV sets in dealer inventory, it also reported:

- Between 350,000 and 450,000 table model TV sets were among the 900,000-1,150,000 TV sets in retail inventory.
- Between 1,400,000 and 1,700,000 radio sets were in dealer inventory at the beginning of August.
- Between 375,000 and 450,000 battery portable radio sets were in dealer inventory at the beginning of August.
- Retail radio-TV inventories declined by about 15% during July.

This was the first of a continuing monthly survey of radio and TV set sales and inventories at the retail level to be conducted by Dun & Bradstreet. The next report, due about the middle of September, will cover August sales and inventories.

Underwrite Study

Manufacturers underwriting the study are: Bendix, Corning Glass, Crosley, GE, Hallicrafters, Indiana Steel Products, Motorola, Philco, RCA Victor, Sentinel, Sprague Electric, Stromberg-Carlson, Sylvania, Westinghouse and Zenith.

TV set production for the first 30 weeks of 1951 totaled 3,483,674 sets, RTMA has reported. This compares with 3,463,800 produced during the same period in 1950.

However, only 116,000 TV sets were produced in July, the lowest number since the 79,500 built in the same month of 1949.

CLOSED CIRCUIT

Used for Sales Pitch

PATTERN for what may be the typical sales convention of the future was set in Chicago on Wednesday, Sept. 5 Executives of the General Electric Co.'s Appliance Div. and 150 of their distributors and leading salesmen met in NBC's television studios "AA" in the Merchandise Mart for a closed circuit introduction preview of the network's *Bill Goodwin Show.*

The appliance division of GE will sponsor the new program twice a week over the NBC Television Network, Tuesday and Thursday, 3:30-4 p.m., EDT, beginning Sept. 11 through Young & Rubicam.

The closed circuit introduction was a part of the sponsor's Sales Counselors Convention which is being held in Chicago this week. All interconnected stations of the NBC Television Network were fed the unique telecast.

TEXAS TV

Four New Requests Filed

ALL FOUR of the new TV applications filed with FCC last week were for Texas.

Three of them were filed by the same company, UHF Television Co., owned by Texas oilmen H. L. Wheelock, W. L. Pickens and H. H. Coffield. They requested UHF stations in San Antonio, Houston and Dallas.

The trio recently sold their interests in KEYL (TV) San Antonio to Fort Industry Co. for more than $1 million [BROADCASTING • TELECASTING, Aug. 6].

In addition to their new applications for Channel 35 in San Antonio Channel 23 in Houston and Dallas, the three oilmen have prefreeze applications for New Orleans and Corpus Christi.

The fourth TV application was filed by KGNC Amarillo, requesting Channel 4 there. The same group owns KFYO Lubbock, Tex.

Survey* Shows 212,940 RADIO HOMES* 31,072 TV HOMES AND BUSINESSES*

IN TULSA TV AREA ...

AS OF JULY, 1951

★ NOT "178,498 RADIO HOMES" NOT "OVER 83,000 TV HOMES" as claimed by Tulsa's TV Station

In an independent survey by Leslie Brooks & Associates, Research Consultants of Tulsa, Oklahoma, it was found that the Tulsa TV area, defined as the .1 MV area of Tulsa's single Television Station, has 212,940 radio homes and 31,072 Television Homes and Businesses as of July, 1951. This is in contrast to the Tulsa Television Station's claims in literature and in advertising of "178,498 radio homes" and "over 83,000 television sets" in the area. The survey was conducted in Tulsa and in 40 towns in the Tulsa TV area. A 3,416 interview sample was made, statistically valid within two percent.

$1,000 REWARD!

Associated Tulsa Broadcasters have posted $1,000. with the First National Bank and Trust Company of Tulsa to be given to the first person proving the Brooks survey is not within 5 per cent of accuracy, as of date made.

PERCENT OF MARKET SATURATION

	TELEVISION SET (HOMES AND BUSINESSES)	RADIO SET (HOMES ONLY)
IN CITY OF TULSA	21.0%	98.8%
IN TULSA TV AREA (EXCLUSIVE OF TULSA)	11.3%	98.3%

FAMILIES WITH BOTH TELEVISION AND RADIO SETS — AVERAGE PER DAY:

4.28 HOURS LISTENING TO RADIO
4.45 HOURS VIEWING TELEVISION

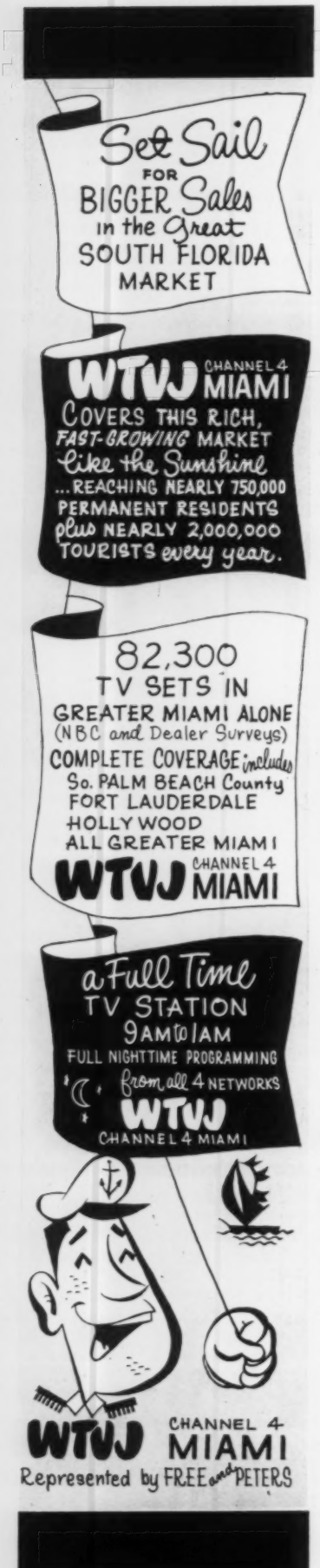
FAMILIES WITH RADIO SETS ONLY — AVERAGE PER DAY:

5.3 HOURS LISTENING TO RADIO

Associated Tulsa Broadcasters

KAKC • KFMJ • KOME • KRMG • KTUL • KVOO

A copy of the survey may be obtained by writing any Tulsa radio station or from their National Representatives.



P. LORILLARD

Takes Garden Events

P. LORILLARD Co. for Old Golds, through Lennen & Mitchell, New York, has bought half sponsorship for 117 sports events to be telecast by WPIX (TV) New York from Madison Square Garden during the 1951-52 sport season, it was announced Thursday.

Reported to have paid more than $500,000 in Garden's TV rights, WPIX, independent-owned by the *New York Daily News*, offered the coverage as a single package, as a third of a package, or as a series of 26 half-hour periods over a five-month span. Time, rights, and announcers for the latter arrangement—requiring about 14 different sponsors—bore a price mark of $47,398 each, so it was reported that WPIX was asking some $640,000 for the package.

TVA STRIKE

Ends on West Coast

TELEVISION Authority pickets which have maintained a five-month march on KFI-TV Los Angeles through change of ownership and of call letters last week ceased their march as the Don Lee Broadcasting System, new owners of station came to terms with the union. [BROADCASTING • TELECASTING, Sept. 3].

Almost simultaneously, Peter Prouse, west coast executive, TVA, submitted his resignation to TVA National Board to join Jack Douglas Productions, TV film producers.

The contract became effective Sept. 6, same day on which KFI-TV resumed operations as KHJ-TV. It continues to Nov. 1952. Including among contract conditions are payments to TV performers of $35 for 15 minute show; $45 for half-hour; $60, hour show. Don Lee also agreed to accept a memorandum agreement covering employment of staff announcers.

PRODUCERS

Plan Own Group

FEELING need of what they term a "representative" organization of working television film producers, 10 leading Hollywood TV film producers last week bypassed the existing National Society of Television Producers and laid plans for a new producers' association.

Meeting was to be held Thursday night to formally organize the group.

In the new group are such active TV film producers as Jerry Fairbanks Productions; Ziv Television Productions; Bing Crosby Enterprises; William F. Broidy Productions Inc.; Flying A Productions; Roy Rogers Productions; Frank Wisbar Productions; TVA Inc.; Primrose Productions; Screen Assoc.

NBC-TV IN A.M.

Two Shows Planned

PLANS for expanding NBC-TV's hours of operation—and its advertising revenue—through addition of a breakfast-time program and a post-midnight show to its daily schedule, were revealed last week by Sylvester L. (Pat) Weaver, NBC vice president for television.

The morning program, to run from 7 to 9 a.m., will be modeled on the music-news-time-weather-comedy formula which has paid off so handsomely in radio as to become an almost universal formula.

Original plans called for selling the two-hour program to network sponsors in 15-minute segments, interspersed with local cut-in announcements at each station, but at week's end a proposal that the time periods be cut to eight minutes was reportedly receiving serious consideration from top NBC-TV sales and program executives.

Plans for the after-midnight show are less well developed, except that it will be a casually informal type of program suitable to the 12-to-1 time, possibly somewhat along the lines of last season's *Broadway Open House* series.

These two new NBC-TV network programs, according to present thinking, will be separated from the regular afternoon and evening shows on the network, leaving the 11 p.m.-to-midnight period and the morning hours after 9 a.m. free for local programming by NBC-TV affiliates.

Gillette Buys on CBS

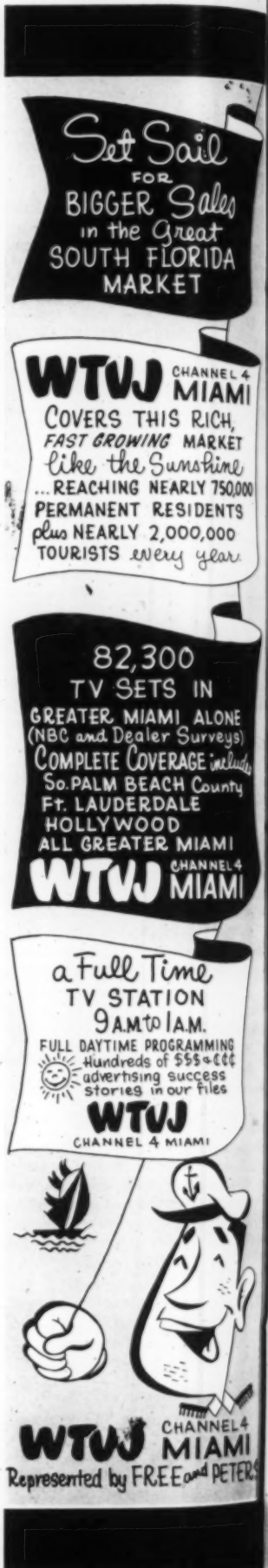
GILLETTE Safety Razor's subsidiary, Cosmetic Co., for home permanents, becomes alternating sponsor on Sept. 27 of *Crime Photographer* on CBS-TV, Thursday, 10:30-11 p.m., EDT. Agency is Tatham-Laird Inc., Chicago. Carter Products Inc., New York (Arrid) through Sullivan, Stauffer, Colwell & Bayles Inc., New York, has been bi-weekly sponsor of the drama since it started April 19.

Maddigan Named

JOHN MADDIGAN, director of news for ABC, has been named director of special events and news, for the ABC television network. A similar appointment will be made soon for the ABC radio network.

KEYL (TV) Adds CBS

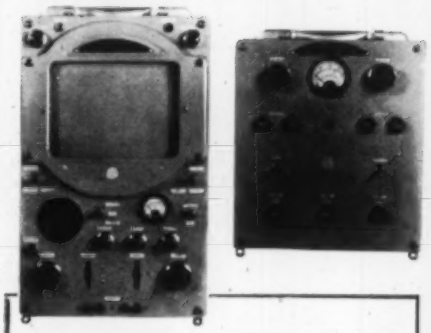
KEYL (TV) San Antonio will become a CBS television network affiliate effective December 11, General Manager W. D. Rogers Jr. told BROADCASTING • TELECASTING last week. KEYL will continue its ABC and DuMont affiliations.



NOW... GPL

Makes TV's Outstanding Camera Chain

Even Better!



GPL's 1951 Image Orthicon Chain is delivering even more features – better performance – than the previous model which itself set new industry standards! Compare it for ease of operation, uniform high quality, flexibility in studio or field.

Set this camera up to meet varying requirements . . . control it remotely if desired . . . select any of four lenses at the press of a button . . . adjust focus from right *or* left side of camera, with the same 300° arc of focus adjustment for all lenses . . . choose color filters, masks, at the flick of a thumb . . . control the motor-driven iris from camera or camera control unit. Normal optical focus range automatically adjusts for constant 9" diagonal at close-up, for all lenses except telephoto. Overtravel switch provides *extended* focus range, obtaining full optical focus on all lenses.

In every way, GPL's is a "human-engineered" camera chain, built to do a tough job more easily, built to do *your* specific job *best!* Arrange to see this great new model at the earliest opportunity.

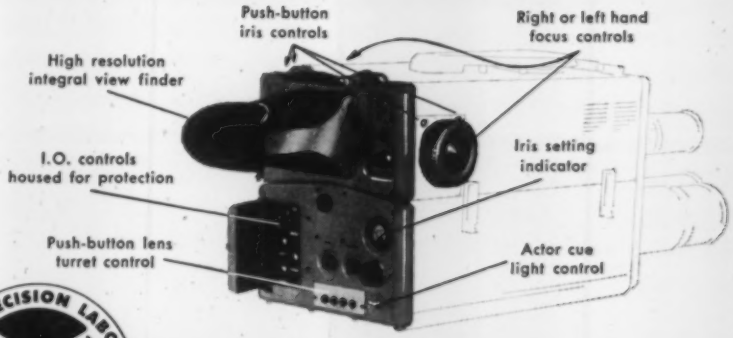
Compare

THESE FEATURES WITH ANYTHING ON THE MARKET TODAY

- Three Compact Units
- Push-button Lens Change
- Right or Left Hand Focus Knobs
- Right or Left Hand Lens Iris Control Buttons
- Turret, Focus and Iris Controls from remote location if desired
- High Resolution Integral View Finder
- Enclosed I.O. Controls
- Iris Setting Indicator
- Pre-loaded Color Filter Wheel
- Swing-up Chassis
- Focus Range Selector Switch
- Equal Flexibility in Studio or Field

WRITE, WIRE OR PHONE FOR DETAILS

FINGER-TIP OPERATION
from CAMERA or REMOTE LOCATION


Push-button iris controls
Right or left hand focus controls
High resolution integral view finder
Iris setting indicator
I.O. controls housed for protection
Push-button lens turret control
Actor cue light control

TV Camera Chains • TV Film Chains
TV Field and Studio Equipment
Theatre TV Equipment

GENERAL PRECISION LABORATORY INCORPORATED

Pleasantville New York

NOW

MORE POWER FOR YOU THRU WICU

ERIE PENNSYLVANIA

This bonus coverage is available now to all advertisers.

Phone or wire for availability today.
A perfect test market for any campaign!

WICU

Channel 12

EDWARD LAMB
President

HEADLEY-REED, NATL. REP.

Closely affiliated with—
WTVN Channel 6
Columbus, Ohio
WTOD Toledo, Ohio

COMPLETE TV SCHEDULE OF NCAA COLLEGE FOOTBALL GAMES

Date	Home Team	vs. Visitor	Location	Type
Sept. 22	No NCAA Games Televised			
Sept. 29	Pittsburgh	Duke	Pittsburgh	West to East
Sept. 29	Princeton	Columbia	Princeton, N. J.	East to West
Oct. 6	Illinois	Wisconsin	Urbana, Ill.	Full network
Oct. 13	Notre Dame	S. M. U.	South Bend	Full network
Oct. 20	Yale	Cornell	New Haven, Conn.	East to East
Oct. 20	Ohio State	Indiana	Columbus	West to West
Oct. 20	Iowa State	Missouri	Ames, Iowa	Local only
Oct. 20	Minnesota	Nebraska	Minneapolis	Local only
Oct. 27	Harvard	Dartmouth	Cambridge, Mass.	East to East
Oct. 27	Northwestern	Wisconsin	Chicago	West to West
Nov. 3	Illinois	Michigan	Urbana, Ill.	West to East
Nov. 3	Army	U. S. C.	New York	East to West
Nov. 3	Frank. & Marshall	Wash. & Jeff.	Lancaster, Pa.	Local only
Nov. 10	Mich. State	Notre Dame	Lansing, Mich.	West to East
Nov. 10	Navy	Maryland	Baltimore	East to West
Nov. 17	Columbia	Navy	New York	East to East
Nov. 17	Nebraska	Colorado	Lincoln, Neb.	West to West
Nov. 17	Maryland	N. C. State	College Park, Md.	S. E. only
Nov. 24	Michigan	Ohio State	Ann Arbor, Mich.	Full network

NCAA Gridcasts

(Continued from page 27)

ers and eastern games directed only to the West. This arrangement also is slated for three Saturdays.

In addition, there will be sectional and strictly local telecasts. Local telecasts, such as the Minnesota-Nebraska game Oct. 20 at Minneapolis which is slated to be telecast to the Minneapolis-St. Paul area only, are expected to be of particular value in measuring TV's impact on box office receipts.

Nine teams will appear twice each on the national schedule. They are Columbia, Michigan, Maryland, Navy, Illinois, Nebraska, Ohio State, Notre Dame and Wisconsin.

Final draft of the national card, prepared by Westinghouse, was endorsed unanimously by the NCAA TV Committee. Co-chairmen are Ralph Furey of Columbia U. and Tom Hamilton, U. of Pittsburgh, both athletic directors at their respective schools.

Speaking for the NCAA committee, Mr. Furey expressed complete satisfaction for the schedule and asserted the committee had given "television a football schedule that it wouldn't have had" otherwise.

Bans in 1950

Mr. Furey cited bans imposed in 1950 on football telecasting by the Big Ten, the Southwest and the Pacific Coast Conferences, and the potential ban by the largest football group, the Eastern Collegiate Athletic Conference. He emphasized that the NCAA experimental plan had induced the colleges to permit telecasts of their games.

"We are hopeful that the experiment will result in some type of program that can be continued in the future," said Mr. Furey. "Television is here to stay; college football is here to stay. We hope the two can work together."

The Columbia U. official admitted other factors such as weather, team performance and ticket prices can affect gate receipts, all of which would be taken into consideration by the NCAA research agency.

The research agency referred to is the National Opinion Research Center of the U. of Chicago, which measured gate receipts for the seasons of 1947, 1948 and 1949 when TV was not considered a major factor, and compared this collected data with 1950 season attendance.

It was on the basis of this comparison that NCAA felt justified to gauge TV's impact on attendance in the upcoming season.

All NCAA members, more than 300 colleges and universities, will file data on the 1951 season, including attendance figures, with NCAA. Information thus compiled will be analyzed by the NORC. Results of this analysis, expected to be aired at the NCAA winter convention, will guide future NCAA policy on grid telecasts. The present NCAA controlled experiment ends Nov. 24. Schools are, in fact, encouraged to obtain TV sponsors before Sept. 29, and after Nov. 24.

N.D.-U.S.C. Game Sought

It was understood that Westinghouse is negotiating for the Notre Dame-Southern California grid classic Dec. 8.

Further, NCAA has authorized any college to make individual arrangements for theatre television, Phonevision, or Skiatron.

The theatre television interests, Fabian Network in the East and Paramount in the Southwest, have been granted the right to telecast any game "they want to buy," Mr. Furey said, provided they submit results to NORC and 2% of their gross profit to NCAA. Skiatron and Phonevision also have been given the go-ahead signal by NCAA on the same basis.

In addition to the funds thus realized, NCAA will assess each school participating in the Westinghouse schedule "20% or less" of its television income.

U. of Pennsylvania, eastern grid powerhouse, which rebelled against the NCAA imposed plan then later relented, does not appear on the Westinghouse schedule. When queried about this glaring omission, Mr. Furey stated Penn had refused a Westinghouse offer to carry the Penn-U. of California game on the full NBC-TV network. This refusal reportedly stemmed from an exclusive Penn-ABC-TV contract.

Restrictions imposed by NCAA on college gridcasts are expected to encourage telecasts at the professional and high school levels.

Already, Westinghouse has contracted to sponsor high school grid contests on Sept. 21 and on Thanksgiving Day via KING-TV Seattle.

The Washington (D. C.) Redskins professional football team has announced all of its National Football League road games will be telecast over WMAL-TV Washington.

Also announced was the sponsorship by the Atlantic Refining Co. of road games of the Philadelphia Eagles and the Pittsburgh Steelers, both professional teams.

On NCAA "black out" Saturdays, grid interest will be sustained on some stations by films pertaining to football in place of the live contests.

CBS-TV plans to carry several football games via color television.

Successful TV Sponsors use FILMACK LOW COST TV FILM SPOTS

Experienced Advertising Men are amazed that we can give so much for so little!

Whatever your film needs Filmack can make them!

Let us quote you on your next film!

8 SECOND FILM SPOTS With Audio $50

Filmack STUDIOS

1331 S. WABASH AVE. CHICAGO

The Ideal Dielectric

FOR NEW **UHF-TV** APPLICATIONS

MYCALEX

Glass-Bonded Mica INSULATION

—for low loss at low cost!

- LOW-LOSS FROM 60 CYCLES/SECOND TO 24,000 MEGACYCLES/SECOND
- MAXIMUM EFFICIENCY, UTMOST ADAPTABILITY, LOWEST COST
- AVAILABLE MOLDED TO PRACTICALLY ANY SHAPE OR SIZE WITH OR WITHOUT METAL ELECTRODES OR INSERTS

FCC Approval of UHF TV has introduced an era of engineering and manufacture to standards seldom before attained in mass production. Many materials, dielectrics in particular, fail to meet these more critical requirements. MYCALEX 410 is one exception. This dielectric can be molded to close tolerances with or without metal inserts—high efficiency to well over 24,000 megacycles. MYCALEX 410 can be molded in volume at low cost. It can be produced to closer tolerances than higher priced ceramics. Electrically and mechanically, MYCALEX 410 is the ideal dielectric for tube sockets, tuners, condensers, switches, coil structures and many other UHF components.

CHARACTERISTICS OF MYCALEX GRADE 410

Power factor, 1 megacycle	0.0015
Dielectric constant, 1 megacycle	9.2
Loss factor, 1 megacycle	0.014
Dielectric strength, volts/mil	400
Volume resistivity, ohm-cm	$1x10^{15}$
Arc resistance, seconds	250
Impact strength, Izod, ft.—lb/in. of notch	0.7
Maximum safe operating temperature, °C	350
Maximum safe operating temperature, °F	650
Water absorption % in 24 hours	nil
Coefficient of linear expansion, °C	$11x10^{-6}$
Tensile strength, psi	6000

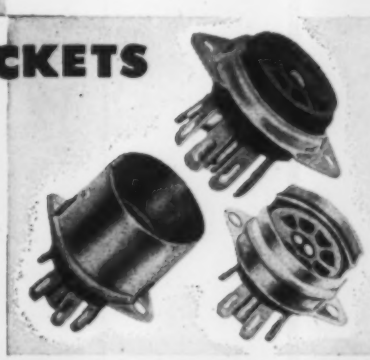
WRITE FOR 20-PAGE CATALOG

This comprehensive compilation of technical and manufacturing data includes complete dielectric information.

TUBE SOCKETS

MYCALEX glass-bonded mica sockets are injection molded to extremely close tolerance. This exclusive process affords superior low-loss properties, exceptional uniformity and results in a socket of comparable quality but greater dimensional accuracy than ceramics—all at no greater cost than inferior phenolic types. These sockets are available in two grades, featuring high dielectric strength, low dielectric loss, high arc resistance and fully meet RTMA standards.

Write for Tube Socket Data Sheets



MYCALEX 410 is priced comparable to mica-filled phenolics. Loss factor is only .015 1 mc., insulation resistance 10,000 megohms. Fully approved as Grade L-4B under N.M.E.S. JAN-1-10 "Insulating Materials Ceramic, Radio, Class L."

MYCALEX 410X is low in cost but insulating properties greatly exceed those of general purpose phenolics. Loss factor is only one-fourth that of phenolics (.083 at 1 mc.) but cost is comparable. Insulation resistance 10,000 megohms.

SINCE 1919 MYCALEX THE INSULATOR TRADE MARK REG. U.S. PAT. OFF.

MYCALEX CORPORATION OF AMERICA

Owners of 'MYCALEX' Patents and Trade-Marks

Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20 — Plant & General Offices: CLIFTON, N.J.

He Shot an Arrow!

But is was no accident that he hit the multi-million dollar Tulsa market, because you see—he's a time buyer who knows about the more than 80,000 TV homes covered by KOTV—Tulsa's first TV station. He also knows about the top-rated afternoon shows—Lookin' at Cookin'; Matinee Showcase, and that KOTV has the finest shows available from four networks, NBC, CBS, ABC and Dumont.

Channel 6

First in Tulsa

KOTV

Cameron Television, Inc.
302 South Frankfort
Tulsa, Oklahoma

Represented Nationally by
EDWARD PETRY & CO.

NARTB Board Meet

(Continued from page 77)

service on the occasion of a great and vital diplomatic conference. It is inconceivable to those of us engaged in radio and television broadcasting that a State Department executive of such high rank should fail so utterly in evaluating the public service contributions of American broadcasting."

The directors pointed out that the 11-man program commission inherent in the Benton plan would be one step away from an actual censorship agency.

Even while the Senate subcommittee was hearing the pro-Benton bill witnesses tell why they wanted Congress to open the floodgates a crack or two and release the first surges of government-approved censorship (see hearing story page 23), the board was voicing genuine concern about the legislative situation.

'Pig Squeal' Video

Members were concerned, too, about the Benton-inspired drive to get Congressional blessing for fee or "pig squeal" television. They also discussed ways of meeting the extensive demands of well-organized educators for allocation of TV channels and required bracketing of special regular hours for educational and public service programs.

Obviously the board felt it should set the pace for a determined battle against legislation deemed highly damaging to the private telecasting industry. Members were in agreement that every resource of this young medium as well as all association facilities should be thrown into the battle.

Thad Brown, director of NARTB's television organization, reported to the board on the Wednesday-Thursday hearings on Capitol Hill.

NARTB President Harold Fellows, who took an active part in the Virginia Beach discussions, previously had asked Chairman Ed Johnson (D-Col.) for the right to testify in opposition to the Benton measures [BROADCASTING • TELECASTING, Sept. 3].

Presiding at the TV board's meeting was Chairman of the Board Eugene S. Thomas, WOR-TV New York. Justin Miller sat with the directors as chairman of the combined NARTB boards and NARTB general counsel.

The first day's meeting closed Thursday afternoon with a decision to name a committee to draw up specific language reflecting the board's position in the legislative crisis. This committee reported to the board as the Friday morning session opened.

The crucial question of television program and advertising standards was moved to the Friday agenda because of time consumed in the legislative discussion.

The commercial side of telecasting was dominant in several Thursday discussions. Cooperative efforts carried on this year by broadcasters, telecasters and professional baseball operators were reviewed by President Fellows and Robert K. Richards, public affairs director.

Already in the works is a move to set up an industry committee to expand this cooperative venture. Despite the improvement in relations with sports promoters there still exists a belief among some club owners that radio and television are hurting the baseball gate.

Involved in the question are serious technical problems and it was felt a committee of broadcasters, telecasters and NARTB officials would provide the best means of handling the situations, which involves anti-trust angles.

AAAA Negotiations

Chairman Thomas reported on progress of negotiations with American Assn. of Advertising Agencies on standard advertising contracts. He submitted the report on behalf of Ted Bergmann of DuMont Television Network, chairman of a special NARTB committee handling the matter.

The standard forms will greatly simplify the business of signing TV sponsorship contracts, Mr. Thomas said. Provisions will cover such matters as discounts, cancellations and related material.

He added the committee will hold another meeting soon with an AAAA committee headed by Frank Silvernail, BBDO.

First action taken by the board after it convened Thursday morning was to approve the TV organization's expansion program. Director Thad Brown, who has headed the operation since June, will be given an assistant, to be appointed by President Fellows.

Operations have been kept well within the $150,000 annual budget since the organization was set up last spring. Board Chairman Thomas told BROADCASTING•TELECASTING the directors unanimously applauded the TV organization's fiscal position.

With 68 stations and two networks now in the fold, the organization is ready to enter new functions and broaden its work, Mr. Thomas said. This will be part of a continuous effort to expand the service to TV members as well as to aural stations and TV applicants when a membership basis has been worked out for them.

Solicitation of TV memberships started last March. In the intervening months the membership dues have reached 92% of the budget estimate. The TV organization has been functioning with three persons.

Applications for TV membership were approved as follows: KFMB-TV San Diego; KING-TV Seattle; WABD (TV) New York; WCPO-TV Cincinnati; WDTV (TV) Pittsburgh; WEWS (TV) Cleveland; WHBF-TV Rock Island, Ill.; WJIM-TV Lansing, Mich.; WOR-TV New York; WTMJ-TV Milwaukee and DuMont Television Network. NBC Television Network and DuMont-owned WTTG (TV) Washington had been admitted at the Board's June meeting.

Dues Action Later

The knotty question of NARTB dues, interlocked with AM and Broadcast Advertising Bureau membership, will be decided by the combined NARTB radio and TV boards at a joint meeting to be held in early December.

BAB already has started solicitation of members for the period starting next April 1 when it will be divorced completely from NARTB. As it stands now, NARTB dues follow a station-income schedule whereas monthly TV dues are based on the five minute or half the quarter hour card rate and BAB charges half the highest hourly card rate.

TV board members attending the Virginia Beach meeting were Chairman Thomas; Paul Raibourn, KTLA (TV) Los Angeles; Campbell Arnoux, WTAR-TV Norfolk; Clair McCollough, WGAL-TV Lancaster, Pa.; Robert D. Swezey, WDSU-TV New Orleans; Messrs. Russell and Rogers. Excused were George B. Storer, Fort Industry stations; Chris J. Witting, DuMont; Harry Bannister, WWJ-TV Detroit, and Harold Hough, WBAP-TV Fort Worth. Attending for NARTB besides President Fellows, Board Chairman Miller and Director Brown, were C. E. Arney Jr., secretary-treasurer; Robert K. Richards, public affairs director, and Ella Nelson, secretary to Mr. Arney.

XELD-TV to CBS-TV

XELD-TV Matamoros, Mexico, became the 62nd CBS-TV affiliate Sept. 1. The first Mexican television station to affiliate with an American network will receive service by television recording.

Selling: SHOES?

Try WILBUR STREECH PRODUCTIONS TV FILM COMMERCIALS · · · · · ·

1697 BROADWAY, N. Y. · JUDSON 2-3816

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RADIO and TV STATIONS
Profits Depend on
Efficient Personnel

Our Graduates are
Checked for
Ability and Enthusiasm
Appearance and Personality
Integrity and Showmanship
Trained by
Network Professionals
Trained to . . .
Do more than one job well
Understand your operational problems
Trained with
Complete TV and Radio Commercial Equipment
Trained under
Actual Broadcast Conditions

For Prompt Free Service
Call, Write, or Wire
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film report . . .

PUPPETS that can sell anything from a detergent to an automobile are claimed to be the invention of **Joop Geesink**, Dutch puppet maker. He has been signed by **TRANSFILM Inc.**, New York to design exclusive TV film properties for "five prominent U. S. advertisers." Transfilm Executive Vice President **Walter Lowendahl** maintains that "Joop Geesink's Dollywood life-like puppets, set in almost unbelievably realistic detailed scenes, are certainly the most compelling identification for a product, trademark or idea that has been devised so far." Premiere showings will be scheduled for major TV cities soon after Mr. Geesink arrives in this country.

An interesting and informative quarter-hour TV commercial has been worked out by **Nelly Don** dresses (Donnelly Garment Co., Kansas City). It is described as an "editorial-type fashion show" tracing the creation of a lady's dress from designer's sketch pad to customer's wardrobe. Available in color and black-and-white to stores selling Nelly Don dresses, there is no charge for use of the film. Stores must buy their own time.

Wild Bill Hickok rides again in a series by **WILLIAM F. BROIDY Productions.** Filming starts next week. Kellogg's **Corn Pops** are sponsoring the show on 35 TV stations.

Last week, *I Love Lucy*, starring **Lucille Ball** and **Desi Arnaz**, was not before the cameras for the first time. The series starts Oct. 15 on **CBS-TV**, sponsored by **Philip Morris.** Fifty-two half-hour shows will be filmed. Producer, **DESILU Productions**, is owned by Miss Ball and Mr. Arnaz.

Jewelers' commercials will be brightened up by some 30-second stories called *Highlights of Famous Diamonds.* They are incorporated in one-minute spots narrated by **Tom Terris**, world traveler and explorer. **CHARLES MICHELSON**, New York, has produced them and they are to be ready for distribution Oct. 1.

Take It Easy Time, half-hour musical series, is first production of a new Hollywood firm formed by **Buster Collier** and **Harry Joe Brown.** **FEDERAL Television** will produce both live and film TV shows.

Sales & Production . . .

DICK LEWIS Studios, Chicago, and **TELEPIX Corp.**, Hollywood, are affiliating in the sale of TV spot commercials at 155 E. Ohio St., Chicago.

* * *

JERRY FAIRBANKS, Hollywood, will film 65 TV spots for **Crawford Clothes** through **A. Paul Lefton** agency and has completed commercials for **Carter's Pills** through **Ted Bates & Co.**

* * *

SKYLINE Productions, New York, in association with **Auerbach Film Enterprises**, has completed half-hour pilot film for projected 13-week series tentatively titled *Stay Out of My Dreams*, featuring **Celeste Holm.**

* * *

ENCYCLOPAEDIA Britannica Films, Chicago, has bought assets of **Instructional Films Inc.**, New York, a distribution agency for educational films.

* * *

SNADER Telescriptions, Los Angeles, has completed 10 TV color shorts featuring **Andy** and **Della Russell** and **Marti Stevens**, singers, at **General Service Studios.**

* * *

INS-TELENEWS, New York, has sold its newsreel services to KMTV (TV) Omaha, WNHC-TV New Haven, WTMJ-TV Milwaukee and XELD-TV Matamoras, Mexico (planning studios in Brownsville, Tex.).

* * *

FRAN HARRIS and **NORMAN WRIGHT** are co-producing TV commercials for **Ice Follies of 1952** through **WALTER McCREERY Inc.**, Beverly Hills, Calif.

* * *

ILLUSTRATE Inc., Los Angeles, will make its quarter-hour, five-a-week *Tele-Comics* series available in half-hour lengths for once-a-week showing, providing 44 weeks of programming.

* * *

WILBUR STREECH Productions, New York, is filming 13 one-minute spots for **Thom McAn Shoes** through **Neff-Rogow** agency.

* * *

JERRY SCHNITZER, **Bernard Luber** and **Robert Maxwell** have completed four five-minute films for their new *Magic Mirror* series.

* * *

DUDLEY Pictures Corp., Los Angeles, has sold 10-minute *This Land of Ours* series to six additional TV stations, making total of 11 now carrying the educational series. New outlets are WDAF-TV Kansas City, WGN-TV Chicago, WNBT (TV) New York, KGO-TV San Francisco, KSTP-TV St. Paul, and WBEN-TV Buffalo.

* * *

ALTAVITA Films, Rio de Janeiro, has purchased Latin-American rights to *Invitation Playhouse* from **WILLIAMS Productions**, Los Angeles.

FORD GRANT

Advisers Meet at WOI-TV

AN ADVISORY committee met at WOI-TV Ames, Iowa, Aug. 27 to discuss programs to be telecast under a $260,000 grant from the Ford Foundation.

Purpose of the committee, explained Richard B. Hull, radio-TV director at Iowa State College, is to select subjects for two weekly 30-minute educational programs to be aired by WOI-TV.

Of the two programs now planned, one will deal with local, state and national problems, the other to be devoted to international problems.

The committee is composed of clergy, newspapermen, and other community leaders. Dr. Burton Paulu, manager of U. of Minnesota's KUOM Minneapolis-St. Paul, is supervisor of the program project.

Aim of the project is threefold. It will seek new techniques for telecast presentation, determine audience evaluation and train personnel for the production of educational programs.

Also at the Iowa State College to aid in organization of the programs dealing with international problems is Mavor Moore, director of television production for the Canadian Broadcasting System, Toronto.

The WOI-TV grant issued from the Fund of Adult Education of the Ford Foundation. It provides for a series of TV programs within the general objectives of the Foundation. These objectives are the avoidance of war, preservation of the democratic way of life and the strengthening of world economic foundations.

for the finest in...
TELEVISION FILM PRODUCTION

PROGRAMS and COMMERCIALS

SCREEN GEMS INCORPORATED
729 7th Ave.
N.Y. 19, N.Y.
Circle 5-5044

The outstanding TV sports "catch"! Already scheduled in 15 markets!

DICK DUNKEL'S COLLEGE FOOTBALL RATINGS!

Action shots from top college and university teams across the nation. Scientifically computed strength ratings. 13 week presentation . . . first release week of Sept. 17th. Commentary for this 15 minute show is handled by Bob Wilson. Package includes weekly merchandising traffic-puller mat service with ratings on 400 teams.

Write, phone or wire immediately for individual market prices! Add your station to this rapidly growing list!

WSB-TV	WXYZ-TV	WHAM-TV
WBAL-TV	KTTV	KPRC-TV
WNAC-TV	WDSU-TV	WDAF
WBKB	KSTP-TV	WFBM-TV
WBEN-TV	WPIX	WTAR-TV

A
TEL RA PRODUCTION

Producers of *National Pro Highlights, Telesports Digest, Touchdown*

—Audition prints supplied on request—

UNITED FEATURE TELEVISION

220 E. 42nd St. N. Y. 17, N. Y.
Murray Hill 2-3020

VIDEO'S EFFICACY

Psychologists Praise

VIDEO's success as an advertising medium corresponds roughly with its efficacy as a training and educational medium, the American Psychological Assn. was told during its four-day convention in Chicago which ended last Monday.

That conviction was expressed by Dr. Thomas E. Coffin, supervisor of NBC-TV's program research division, in one of a series of papers reflecting the scientists' view of TV's impact on the public. The convention was held at the Hotel Sherman Aug. 31-Sept. 3.

In another paper, Dr. G. D. Wiebe, research psychologist for the CBS Radio Division, told delegates that television can, under certain demonstrable conditions, help achieve social and cultural objectives. A third paper, delivered by Norman Young, urged a "constructive" technique for securing "more definitive data" on TV program popularity with emphasis on program segments.

Dr. Coffin reviewed for the psychologists the findings of the second Hofstra College study of the impact of television [BROADCASTING • TELECASTING, June 18]. "The explicit objective of the research," he said, "was a study of television's effectiveness as an advertising medium, but implicit in the findings are a number of interesting implications regarding television as an instrument for education and training."

From this viewpoint, effectiveness of advertising means to some degree effectiveness of learning, Dr. Coffin noted, "for in a very real sense the advertiser is undertaking a project of education and training with his commercial messages. A measurement of his success in this endeavor is a measurement of television's success as a training medium."

Commercial Types

Discussing viewers' attitudes towards commercials seen on TV, Dr. Coffin reported a survey finding that the least effective commercials were those that left viewers neutral or indifferent, with those arousing antagonism as somewhat more efficient and those that were well liked the most effective by a large measure. "Perhaps," he concluded, "some of our students might maintain that similar trends may often hold for transmitting education via television."

In his paper titled "Merchandising Commodities and Citizenship on Television and Radio," delivered at the convention Saturday, Dr. Wiebe contended that the media can, under certain demonstrable conditions, help achieve social and cultural objectives.

Sellers of commercial products assure themselves that certain agencies, mechanisms and conditions exist and are in good working order before they begin to advertise their products on radio or television, Dr. Wiebe explained; the manufacture of the products must have started, with distribution systematized, and retail outlets available, before the producer will want to advertise his products.

The same thing is true when it comes to selling good citizenship, Dr. Wiebe said. "Mass persuasion in terms of motivating behavior is a function of the audience member's experience with regard to five factors: The force of the motivation, the existence of a mechanism, the direction, the distance and the adequacy.

He cited a CBS war bond selling campaign of 1943 as a good example of radio's influencing social behavior. Audiences were asked to telephone their local CBS station to order war bonds. The motivating force, the war effort, was powerful and the mechanism through which listeners could act—the telephone—was easily available, obviously located, and familiar through previous use. The distance, both physical and psychological, was minimized. Result was that the audience response was strong, with $39 billion worth of bonds being pledged within 18 hours.

Mr. Young told the convention that on the basis of 50 questionnairs he sent to televiewers in a large city, "a composite list of 10 program favorites differed significantly from the ranking of the segments (of programs taken) separately."

Segmental analysis technique, Mr. Young asserted, gives "not only more information but better information as to the whys and wherefores of program popularity." He suggested the technique may be used in program construction and reorganization.

As an example, Mr. Young cited a program rated No. 1 by Hooper but which had no segment "in the first three favored segments of all the programs, whereas a lower-rated program (No. 9 or No. 10) had a segment rated as No. 2 among all the segments." Mr. Young said that formats using favored segments "were found not to match any top programs."

BETTER

PROGRAMS ON FILM

FEATURES:

Historical
Mystery
Drama
Crime

WESTERNS:

Tim McCoy
Tom Tyler
Hoot Gibson
Big Boy Williams

SHORTS:

Sports
Historical
Travel
Oddities
Novelties
Musical

Write *Now* For Full Details to

TELECAST FILMS, INC.

112 West 48th St.,
New York 19, N. Y.

Att: G. W. Hedwig

HOME AND AUTO SETS

Advertest Surveys New York TV Families

REPORT on home and automobile radio ownership in TV homes within the New York television area has been compiled for CBS by Advertest Research, New Brunswick, N. J.

The study was based on 767 personal interviews during the period Aug. 3-11 and released last week. Figures revealed 1,776 families with radios and 1,653 families with receivers in working order. Percentage of owned radios in working order was 93.1%.

Average number of radios per TV family, on the basis of figures supplied by Advertest, was 2.32 in the owned category and 2.16 in the working classification.

Families equipped with working auto radios amounted to 381 or 49.7% out of a total number of 639 vehicles. Average number of autos per TV family was 0.83 automobiles and 0.59 auto-equipped sets working. Percentage of all owned automobiles equipped with working radios was 70.6%.

Statistics furnished by Advertest follow:

OWNERSHIP OF ALL RADIOS AND WORKING RADIOS BY TV FAMILIES

(Base: 767 Television Homes)

Number of Radios	Families Having This Number	Families Having This Number Working
0	12 (1.6%)	27 (3.5%)
1	257 (33.5%)	271 (35.3%)
2	209 (27.2%)	221 (28.8%)
3	165 (21.5%)	142 (18.5%)
4	59 (7.7%)	58 (7.6%)
5	41 (5.3%)	24 (3.1%)
6	12 (1.6%)	15 (2.0%)
7	7 (0.9%)	6 (0.8%)
8 or more	5 (0.7%)	3 (0.4%)
Total Number of Radios	1776	1653
Average Per TV Family	2.32	2.16
Percentage of all Owned Radios in Working Order		93.1%

OWNERSHIP OF AUTOMOBILES AND RADIO EQUIPPED AUTOMOBILES BY TV FAMILIES

(Base: 767 Television Families)

Number of Automobiles	Families Having This Number	Families Having This Number Equipped With Working Radios
0	251 (32.7%)	381 (49.7%)
1	422 (55.0%)	335 (43.7%)
2	68 (8.9%)	39 (5.1%)
3	23 (3.0%)	10 (1.3%)
4 or more	3 (0.4%)	2 (0.2%)
Total Number of Automobiles	639	451
Average Per TV Family	.83	.59
Percentage of all Owned Automobiles Equipped With Working Radios		70.6%

NLRB ON NABET

Rules Strike Illegal

NATIONAL Labor Relations Board in a unanimous decision Aug. 30 ruled as illegal the National Assoc. of Broadcast Engineers and Technicians jurisdictional strike last February [BROADCASTING • TELECASTING, Sept. 3].

Strike occurred in New York when Teleprompter machines, electrical cuing aids for actors, were installed at WNBT. Members of the IATSE local were assigned by the company to handle the equipment. NABET ordered its members out on strike, contending the added equipment increased the hazards of employment. NLRB, however, found the union was acting to get Teleprompter work for its own members rather than those already employed for it, and ordered the dispute terminated.

Decision is expected to set precedent where jurisdictional question about Teleprompters is raised.

Canada Telesets Up

A TOTAL of 1,088 TV sets were sold in Canada in May, valued at $542,073, compared to 686 sets a year earlier. Most of the sets were sold in southern Ontario, close to the U. S. border. In first five months of 1951, a total of 19,252 sets valued at $10,663,699 were sold in Canada, as against 4,248 in 1950 period, according to figures of the Dominion Bureau of Statistics, Ottawa. By cities sales of TV sets were mostly in the Toronto-Hamilton area, 8,361 in January-May 1951 period; 7,822 sets in Windsor area (opposite Detroit); and 2,215 sets in Niagara Falls area.

KTLA (TV) Hollywood adds two and one-half hours weekly to program schedule with addition of new five weekly half-hour public service program *Playcrafter's Club.*

EW WMAQ TOWER

Extends Coverage Area

ONSTRUCTION of a new 740-ot tower for WMAQ Chicago has en completed near Bloomingdale, . 30 miles west of the Windy y.

The tower is expected to be ready begin transmitting within a ek.

Beasley Construction Co., Mus-ee, Okla., began work on the er base Aug. 20 and on Aug. 30, e working days later, the last ets were in place.

WMAQ's first tower was a 100-t mast erected atop a store in 22.

The new mast is reported to give MAQ a service area some 12-15% ater than was embraced by the evious antenna and to add sev-l thousand square miles to the tion's coverage.

ED 'FREE RADIO'

Canned Propaganda Pleases

E REDS have "free" radio. y do it with wires.

A vice president of the Roumanian Broadcasting Committee wrote a long newspaper article in Bucharest explaining the Soviet kind of broadcasting. He calls it "radiofication."

Radiofication is the "construction of local stations of radio rectification which are able to receive the broadcasts of transmitting stations and send them along wires to the loud-speakers installed in the homes of the inhabitants of the respective locality."

Capitalist countries like the United States avoid this radiofication, the official says, because "they do not dare to put at the disposal of the masses a means of propaganda and education . . . They fear the masses, who would doubtless use it . . . in the interests of the people, peace, democracy and the welfare of those who work."

The wired-radiofication of the Communists, of course, precludes reception of Voice of America broadcasts. The Roumanian official unconsciously assures his readers that this American brand of broadcasting is "hated and despised by the workers everywhere."

Because of Radio

(Continued from page 28)

bargain hunters were already lined up for a block outside Kosciuszko's warehouse store.

Today 90% of Kosciuszko's advertising money is spent on radio. Out of an approximately $25,000 per year radio budget, one-third goes to WEMP.

Ed Stein attributes a large portion of Kosciuszko's success to his WEMP advertising.

"WEMP got us started in radio and gave us good spots on the air, which brought people into the store who ordinarily do not come to this side of town. We have had customers come all the way from North Milwaukee and Port Washington. Now only 60% of our business comes from south side residents," he says.

"We were only a small neighborhood store when we started advertising over WEMP. Our radio messages brought in the traffic and today the Kosciuszko Furniture Stores are rated among the upper four or five in the city for sales volume."

Brings Them In

In Mr. Stein's opinion radio has done a "terrific job for sales of major appliances and bedding. Radio brought in the store traffic, and when they start looking at items, half the battle is won."

"We have never run a newspaper ad on carpets," Mr. Stein declares. "But our radio advertising has brought people in who are looking for a rug, and they've left after purchasing wall-to-wall carpeting."

In the future the Kosciuszko Furniture Stores, now in their 41st year of business, plan to use the same amount of radio advertising. However, radio will be concentrated more in the daytime hours, with perhaps some evening television spots.

The Little Potts Furniture Store, at 10 East North Ave. in Baltimore, spends 95% of it's $16,000 annual budget in radio and finds the results are eminently satisfactory.

So satisfactory, in fact, that Isaac Potts, owner of the store, just signed up for his 12th consecutive year on one radio program on WFBR Baltimore.

Proof that the type of program is important to the the furniture store is found in the fact the Little Potts store was not particularly impressed with its first venture into radio, a series of dramatic sketches based on the life of Edgar Allen Poe.

There seemed to be no tangible results. So the store tried both daily newspapers in Baltimore. Results were no better.

Out For Year

The store was out of radio advertising for a year until the Maurice Chessler Co. proposed the idea of *Sing 'n Win*, a telephone prize show which was then a new idea for radio. Isaac Potts accepted the plan on a 13-week trial basis and subsequent developments have proved he picked a winner.

Sing 'n Win is presented as a separate feature of WFBR's variety show *Club 1300* near the middle of the show, falling at about 1:30 p.m. each day. Ten minutes long, the portion includes two phone calls with a $5 cash, cumulative prize offered to the listener who can identify the song.

Between calls m.c. Henry Hickman takes time out to talk about *Sing 'n Win* "money savers" which can be purchased at the Little Potts store. The approach is on a neighborly, down-to-earth basis. People like it. And what's more important, they go to the store and buy the "money savers" and other furniture as well. Through its 11-year use of radio Little Potts has become one of the best-known stores in Maryland.

On Friday The Lather Boys, a barber shop quartet, put in a special appearance for *Sing 'n Win*. Each member of the quartet belongs to the station staff who joined the group as a gag several years ago.

The Potts firm feels that the "money saver" is the key to the store's success with radio.

Results Good

Ephraim Potts, son of the store's founder, is in charge of advertising. He points out the item featured may not be a money maker. It is selected for its seasonal appeal and outstanding value and is rated by the number of people it brings into the store. It is not unusual for one of these offers to bring people from 20 or 30 miles away even though the store is in what is usually classified as a neighborhood location.

The fact that the Potts store has given more than $35,000 in prizes to Baltimore radio listeners is featured in radio and other advertising. The station publicizes this feature generously through its own facilities as well as through display. All of the people who top $100 in winnings are interviewed on the air and are awarded a certificate of membership to the Little Potts $100 club.

Each year Mr. Potts celebrates his contract renewal by putting in an appearance on *Club 1300* with John E. Surrick, vice president and general manager of WFBR. He joins in the fun by reading his own commercials, putting in a phone call to a prospective prize winner and joining the Lather Boys for a tune.

WFBR promotes the Little Potts give away with this radio display.

* * *

Cab Driver Test

Mr. Potts likes to test the effectiveness of his advertising in radio on Baltimore cab drivers. When getting into a cab he will ask the driver to take him to the store that sponsors the *Sing 'n Win* program. He says he always gets to the right destination.

The furniture store owner was please one day recently while talking to Mayor Thomas D'Alesandro to hear that Mrs. D'Alesandro is a steady listener to the program although she has never been called on the prize question. He finds the constant association of the Little Potts named with his own makes a profitable business relationship.

In Greater Grand Rapids
...the most ears
are WOODpecked!

5000 WATTS
NBC
AFFILIATE

WOOD
GRAND RAPIDS, MICHIGAN

ALSO WFDF, FLINT; WEOA, EVANSVILLE; WFBM, INDIANAPOLIS • KATZ AGENCY

NORTHEASTERN
PENNSYLVANIA'S
POWERFUL
5000 WATT
STATION
WILK
Wilkes-Barre, Pa.
Your Best Radio Buy In
PENNSYLVANIA'S
3RD LARGEST
MARKET
980 Kilocycles • AM-FM
5000W (d) 1000W (n)
ABC Affiliate
NATIONAL REPRESENTATIVE
AVERY-KNODEL, INC.
608 FIFTH AVE., NEW YORK 20, N. Y.

Film

(Continued from page 79)

Wine in seven markets and local advertisers on open-end basis in other areas), with a weekly 60 minute syndicated open-end, *American Legion Wrestling*.

Firm also has six re-issues in circulation and in addition this week is scheduled to start two new series. One is a mystery-drama prestige package and the other an untitled dramatic series with star names.

Sharing equal first place honors with Fairbanks Productions is Snader Telescriptions, turning out a weekly average of 12 of its three and one-half minute musical TV filmed open-end shorts. Shooting is in color as well as black and white. Snader shot its quota of 400 telescriptions on schedule last season and now is in all of the 63 TV markets.

Firm also has set up a subsidiary, Snader Productions, to finance and produce full length TV feature films and various quarter-hour series. Besides the *Dick Tracy* series and *Tele-Vespers*, religious programs, in production are two half hour as yet untitled adventure series of 39 programs each. Pilot films of *Brenda Starr* and *Moon Mullins* also have been shot. Based on the syndicated cartoon strips, they will be a half-hour each, with a series of at least 39 programs.

Roland Reed Productions is shooting the 30 minute situation comedy series, *Trouble with Father*, sponsored by General Mills. The *Beulah* comedy series sponsored by Procter & Gamble, was scheduled to go into production last Tuesday (Sept. 4). Half-hour *Mystery Theatre*, sponsored by Sterling Drug Co., also is being shot by Roland Reed Productions.

Then there are Ziv Television and John Guedel Productions, each with two major entries. Ziv has its *Cisco Kid* series going full blast in several markets and *Boston Blackie* will be ready for fall release. *The Falcon* will be produced in color as well as black and white, according to John L. Sinn, president of Ziv TV. He believes that 95% of TV entertainment eventually will be on film.

Filmcraft Productions is again filming the Groucho Marx *You Bet Your Life* audience participation show for NBC-TV. DeSoto-Plymouth sponsors that network package.

John Guedel Productions is filming its *Life With Linkletter* for ABC-TV release, with Green Giant the sponsor. Shooting is every other week for 26 weeks.

Showcase Productions

Others include Showcase Productions (Hal Roach Jr.), producing *Racket Squad* for Philip Morris & Co.; Desilu Productions, filming *I Love Lucy* for that same cigarette company for CBS-TV release, with Freeman Gosden and Charles Correll credited as producers of *Amos 'n' Andy* for CBS and Blatz beer. William F. Broidy Productions' *Wild Bill Hickok* series for Kellogg Corn Pops; Frank Wisbar Productions' *Fireside Theatre* for Procter & Gamble; Apex Films' *The Lone Ranger* for General Mills; Dudley TV Corp.'s documentary series for the Assn. of American Railroads; Flying A Productions' *Gene Autry* open-end series and *Rocky Jordan* adventure series now in preparation.

Then there is Cathedral Films with a series of 12 half-hour religious films, *Life of Jesus Christ*, which has a production budget of more than $500,000. Cathedral also is making its complete stock of church films available to video. Consisting of 40 productions based upon biblical material, their combined production cost is more than $1,200,000.

Not to be forgotten are Condor Pictures' *Pulse of the City*, series of 10 half-hour dramas based on public health officers' experiences which goes into production Sept. 15; Arizona Motion Picture Corp. *The Calico Kid*, now being shot at rate of two half-hour programs weekly; Television Associated series of five minute films, *Digress of the News*, with Alan Mowbray; Adrian Weiss Productions' *Craig Kennedy—Criminologist*, 30-minute mystery drama; Wilkins-Gooden Productions' open-end soap opera, *The Jonathan Story*, starting Sept. 15 at rate of six per week.

Peter O'Crotty Productions is making *On Guard*, series of 13 quarter-hour patriotic documentaries sponsored by General Plant Protection Co.; Bing Crosby Enterprises has the half hour series *Rebound*, and re-run of *Royal Playhouse*, which is a re-issue of the earlier *Fireside Theatre* series.

Others on the list include Allegro Productions, with an adventure series, *Voyage of the Scarlet Queen*, scheduled for Sept. 20 start; Roy Rogers Productions, shooting half-hour westerns; Superman Inc., producing 30 minute *Superman* series at rate of two programs weekly; TCA Productions, which starts its series of seven half-hour *Abbott & Costello* films for NBC on Sept. 12, each with a two day shooting schedule.

Williams Productions is shooting *Invitation Playhouse*, a filmed series of 52 quarter hour dramas, mysteries and comedies. Firm also has *Bits of Life* in 26 half hour programs. TeeVee Co. is producing *Little Theatre* dramatic series.

There are several other film productions under way. Many also are set to start within the next few weeks or in early October, some signed with national or regional sponsors. Others are for sale on an open-end basis and will be syndicated for local station advertisers.

Networks Uncertain

How far the major networks will go in the way of making filmed programs for television is yet to be seen. The situation, instead of becoming clearer each week, simply becomes more muddled. Consensus is that they are not quite certain themselves. And that admission comes from some of their own top Hollywood executives. While the networks continue to talk up live TV shows, the fact remains that they are in the foreground of film production, either present or future.

NBC, reportedly interested in buying a large number of motion pictures from a major studio and in making its own film too, has signed many name stars to long-term contracts these past several months, presumably for a combination of both live and filmed or kinescoped shows.

That network has also put its long inactive TV-on-film syndication plan back into operation and is selling programs to affiliates and others in the open market.

Packages include *Public Prosecutor* and 200 *Crusader Rabbit* programs; *Jackson & Jill*, situation comedy, and *Going Places With Uncle George* which were produced when the network's film department was aligned with Jerry Fairbanks Productions. Also there are the *Hopalong Cassidy* films which General Foods sponsors on a national basis.

In addition several network-owned shows will be put before the camera, the first being *Dangerous Assignment*, starring Brian Donlevy, and *Texas Rangers*, with Joel McCrea in the lead. Pilot films will be made in Hollywood, according to John West, NBC Western Division vice president. Don Sharpe is packager of the two shows.

Although production details were not clarified, it is believed that these programs will be "shopped out" for filming by independent producers.

A close look at CBS's announced program schedule for fall shows at least three filmed shows besides its own *Amos 'n' Andy*. Every-

KDB APPOINTMENT

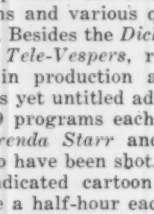
Selph Named Gen. Mgr.

COLIN M. SELPH, formerly vice president and director of sales KPIX (TV) San Francisco, has been appointed general manager of KDB Santa Barbara, according to Lincoln Dellar station owner. He succeeds Don Quinn, who has been on temporary leave from KXOC Chico serving as interim manager of KDB for past three months. Mr. Quinn has returned to his Chico post as vice president and general manager.

Mr. Selph

Both KDB and KXOC are affiliated in operation as units of the Lincoln Dellar Group of California stations which also includes KXOA Sacramento and KXOB Stockton.

KROD's "LONE STAR ROUND-UP" sells for



Henry Wooldridge

CADILLAC
OLDSMOBILE
CHEVROLET

the LONE STAR MOTOR CO.

Henry Wooldridge, president of this pioneer southwestern automobile agency, says: KROD has been doing a good job for us for years. Our "Lone Star Round-up" has been on the air for three years and we're pleased with it.

KROD can also sell YOUR product in this vital market, with its 441,310 population and $396,840,000 of retail sales.

CBS IN EL PASO

KROD
5000 WATTS — 600 KC

RODERICK BROADCASTING CORP.
Dorrance D. Roderick, President — Val Lawrence, Vice-Pres. & Gen. Mgr.
NATIONALLY REPRESENTED BY
THE O. L. TAYLOR COMPANY.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

thing else apparently will emanate live from Hollywood and New York, with an abiding faith in both microwave and kinescope.

Despite denial, CBS has under wraps a TV film syndication plan that will be comparable to the one NBC has set in operation.

ABC, with a 23-acre TV Center in Hollywood, announced last spring it was going to produce video films in a big way. Nothing further has been said on the subject since proposed merger with United Paramount Theatres. Story was that half of ABC television programming will emanate from Hollywood within a year, with about 75% of those programs to be on film.

Addition of Henry Ginsberg, formerly Paramount Pictures production chief, as general consultant for NBC's radio and television operations in Hollywood last spring is regarded by many as another link in the chain to bring the motion picture and video industries closer together. It is expected that he will figure heavily in the network's upcoming TV film operations, if and when it gets under way.

NBC will eventually erect a new $5 million West Coast radio-TV center in Burbank, Calif., having acquired 49 acres from both that city and Warner Bros. [BROADCASTING • TELECASTING, Aug. 20]. While much of this space will be used for live programming, it is expected that the network will also produce its own TV filmed programs at this spacious plant.

CBS Ready

CBS has a strong team to carry the ball into the film-making field if and when it decides to get into that type of operation. It is headed by Daniel O'Shea, vice-president and general executive who supervises business affairs for both radio and TV programming. He was president of Vanguard Films before joining CBS. Prior to that he was executive producer of David O. Selznick Studio.

Second man on the team is Charles Glett, now vice president in charge of CBS Hollywood radio-TV network services. More recently administrative assistant for KTSL (TV) Hollywood, Mr. Glett came to CBS from Don Lee Broadcasting System where he was vice-president in charge of TV. He was in the motion picture industry before coming to video. With a background in motion pictures which extends from financing through production, he had been managing director of Motion Picture Center and previously a vice-president in charge of David O. Selznick production and studio operations.

Two other former David O. Selznick associates joined CBS recently. They are Louis T. Stone, formerly his assistant and previously ASCAP counsel, and Leonard Case, formerly in charge of the Selznick New York office. Another is William Dozier, formerly executive story and writer head of Samuel Goldwyn Studio who joins CBS-TV programming executive staff on Oct. 1.

Television City

CBS, it must be remembered, will eventually have a $35 million Television City of its own in Los Angeles. Network last year bought a 15 acre tract of land at Beverly Blvd. and Fairfax Ave. and has option to buy ten more acres. Hope is to occupy at least one of the mammoth sound-stage and office buildings to be erected on that property by this time next year. Both radio and video activity eventually will be centered in Television City, with the network disposing of present Western Division headquarters at Columbia Square on Sunset Blvd.

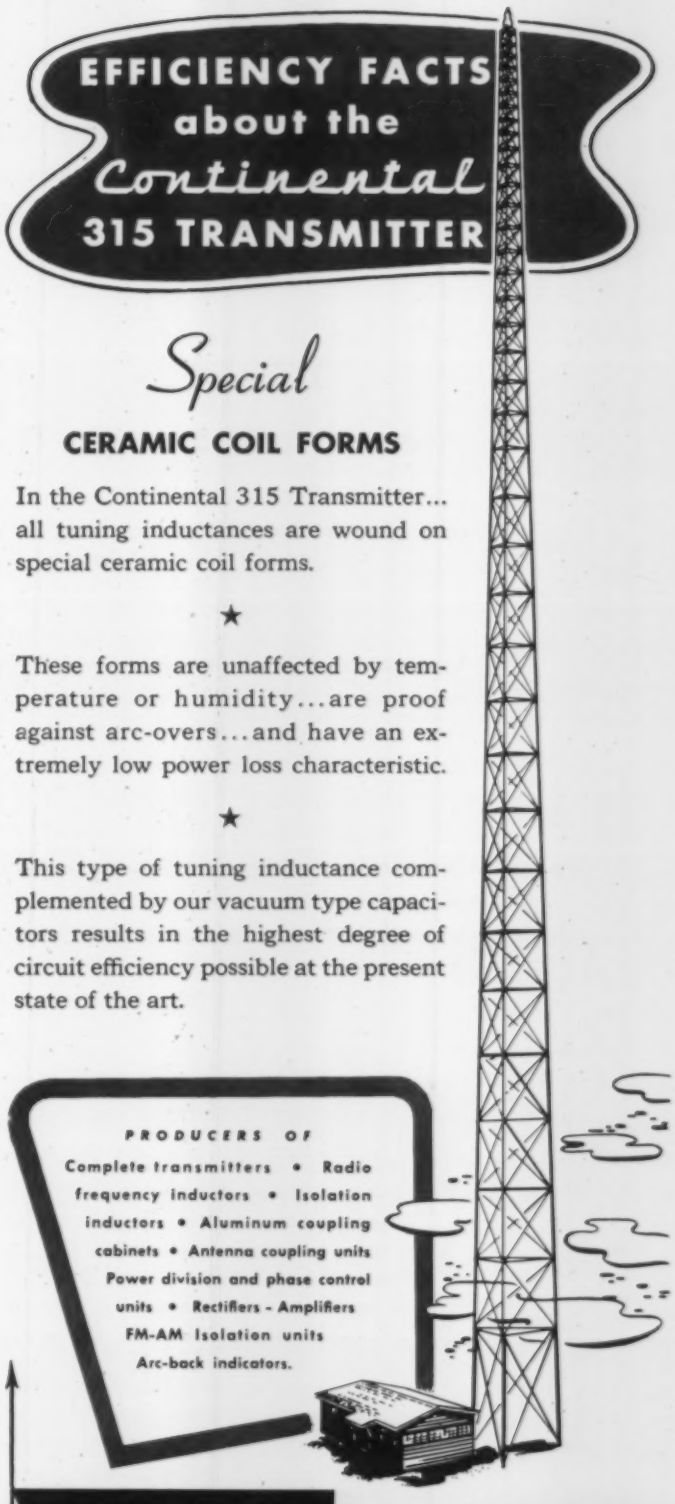
Network executives in Hollywood by-pass any elaborate discussion on film plans at the moment. They are putting emphasis on live shows in their enthusiasm over the microwave relay.

Much of the indecision on the part of networks on their future filming plans grows out of the uncertainties of jurisdiction involving the various unions and guilds. Until jurisdictional squabbles between IATSE, IBEW and NABET are settled and demands are met, the networks are stymied in going forward.

Television continues a big and important buyer of old Hollywood produced theatrical motion pictures. Previously released to theatres, these film now being shown on TV come from several sources. Among them have been banks and other lending agencies which foreclosed upon the chattel mortgage and turned the film over to TV to help recoup losses.

Many independent film producers and others controlling negative rights are releasing old motion pictures for telecasting at prices ranging from $2,500 down to $75 for a one-time telecast. Price depends upon if first-run or otherwise. Taken into consideration too are age of the movie, number of TV

(Continued on page 96)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about the
Continental
315 TRANSMITTER
Special
CERAMIC COIL FORMS
In the Continental 315 Transmitter... all tuning inductances are wound on special ceramic coil forms.
★
These forms are unaffected by temperature or humidity...are proof against arc-overs...and have an extremely low power loss characteristic.
★
This type of tuning inductance complemented by our vacuum type capacitors results in the highest degree of circuit efficiency possible at the present state of the art.
PRODUCERS OF
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Film

(Continued from page 95)

sets and stations in the market.

With TV turning out new products at an accelerated speed, and networks reaching a sell-out in time availability, there is a growing realization in the movie industry that the video market may soon be at a peak which may never be reached again for old theatrical film. Major independent producers who heretofore shunned the medium are now seriously mulling release of their storaged products. Fear that Hollywood guilds and unions will demand a share of profit, plus the James C. Petrillo edict of 5% royalty fee and possible theatre exhibitor reprisals are said to be holding back an avalanche of good features from video.

Major Feature Release

Edward Small, onetime independent film producer, who tied-in with Columbia Pictures last year, has 26 major feature motion pictures which he is releasing to video. Then there is Hunt Stromberg, another name producer, who would do likewise if the market is good. In addition he is considering the making of movies for video.

David O. Selznick is having a survey made of the TV market, with the thought in mind of releasing about 20 of his name movies if price is right.

A few weeks ago ABC paid around $150,000 for dual-run rights over a ten months period for 10 Pine-Thomas Productions theatrical films. They are pre-1948 features and available for sale in ABC's five owned and operated TV station markets.

Pine-Thomas acquired outright ownership to these 10 features several months ago in a deal with Paramount Pictures, which held 50% interest in 20 pictures with the producers. Group was equally split up to give each party full ownership to 10 films each.

Distribution of old movies for TV has been organized to the extent where the average production, a "B" or better, can look to a gross of better than $90,000 from its first run on the present 107 stations, it was said.

There is quite a handful of releasing firms renting old movies of various age and length to video. One major New York releasing firm reportedly has around 1,000 Hollywood-made movies and several score foreign-made ones which are being leased to stations throughout the country. Another firm has a backlog of some 500 Hollywood-made features and "B" products.

Large Transaction

Although major motion picture studios are holding back, on danger of antagonizing their exhibitor customers, Republic Pictures broke away from that solid front against video and in mid-August sold a block of 175 old movies to KTTV (TV) Hollywood. Price was reported as $250,000 on a one-year basis for first run rights.

Deal includes features, westerns and serials, and is one of the largest first-run film transactions made to TV. Hollywood Television Service Inc., subsidiary of Republic, made the deal. Earl Collins, HTS president, represented the studio. Dick Moore, general manager, and Tom Corradine, film director, respectively, handled negotiations for KTTV.

It is estimated that the eight major motion picture companies—MGM, 20th Century-Fox, Paramount, Warner Bros., RKO-Radio, Columbia, Universal-International and Republic—have 6,307 features and 8,750 one- and two-reel short subjects available that could be placed on TV, providing of course that there were no exhibitor protest and Mr. Petrillo approved.

Would Lower Price

It was further pointed out, however, that if all the companies simultaneously threw their backlog of old movies on the TV market, prices would hit the bottom. Meanwhile, though, many feature film oldies that are available are renting for as much as $3,000 in a few cases and for $2,500 and $2,000 per single telecast in some of the TV markets.

Although major film studio top executives refrain from discussing television, at least in public, in deference to theatremen, Louis B. Mayer, while still MGM studio chief several months ago and despite the fact that company is the staunchest holdout against video, declared during an interview that "television and motion pictures must work together."

"We'll furnish the entertainment and talent, and television will distribute it," he said.

The fact that Mr. Mayer is one of the film industry's elder statesmen, and, as such, often considered a spokesman, drew special emphasis in the trade to his remarks.

Despite coast-to-coast microwave relay, the West Coast will still continue to see the majority of network live shows via kinescope film because of the time element involved.

Hollywood TV film producers are in accord that live network cable will not dim the rosy future they foresee in the making of motion pictures for video. They predict the microwave relay will not materially affect their future, and believe that from 65% to 80% of TV entertainment ultimately will be on film.

WANTED!

murder scripts

Wanted—scripts adaptable for radio and/or TV.

For more information on story requirements, payment rates, etc., write to—

W. P. ROBINSON
V. P. in charge of Programs

W L W
Cincinnati 2, Ohio

ASSUMING new duties as sales manager of WCCO Minneapolis-St. Paul is Roy Hall (r), former account executive at CBS Radio Sales. He is welcomed by Gene Wilkey (l), WCCO general manager, and Phil Lewis, assistant sales manager. Mr. Hall replaces Carl Ward, now general manager of WCBS New York [BROADCASTING • TELECASTING, **Sept. 3**].

COMPOSITION by George Crandall, director of press information for CBS Radio Network, will be included when Organist E. Power Biggs devotes his broadcast (CBS Radio, Sunday, Sept. 2, 9:30-10 a.m. EDT) to works by American composers.

CAPITOL SALES

Record Co. Profits Rise

SALES and earnings of Capitol Records Inc. for the year ending June 30 were substantially higher than in the preceding 12-month period, according to Glenn E. Wallichs, president.

Net income for the 12 months to June 30 was $419,414. This is equal, after preferred dividends, to 24 cents a share on the common stock outstanding as compared with net income of $242,370 or 35 cents a share on the same number of shares in the preceding fiscal year. Sales for 12 months ending June 30 were $13,034,230 against $11,847,806 for the preceding year.

Hollingbery Additions

GEORGE P. HOLLINGBERY Co., station representative, last week announced the addition of William C. Brearley and Jack Peterson to its New York sales staff. Prior to joining the Hollingbery Co., Mr. Brearley served six years as an account executive with WOR New York. Mr. Peterson, who has had 11 years' experience with local radio stations, last served as radio and television director for the Barnes-Chase Adv. Agency, San Diego, Calif.

OUR BIGGEST YEAR at the STATE FAIRS

(SEE INSIDE FRONT COVER)

WLS CHICAGO 7

Clear Channel Home of the National Barn Dance

Fall Outlook

(Continued from page 77)

ences each month at 11:30 a.m. to 12 noon, we are looking for more big advertisers to sign up morning time periods.

"Plans for building the Sunday daytime audience are taking shape; we have a big children's show scheduled for the noontime period, followed by football films and a series of outstanding news and entertainment shows in the late afternoon."

DuMont's sales director, Ted Bergmann, predicted that gross billings for this TV network during the months ahead will surpass the same period of last year by 150% judging by the current and future time sales picture.

"With renewals from every major 1950 sponsor," Mr. Bergmann said, "the DuMont sales roster has added a number of new clients presently picking up program tabs or scheduled to do so within the next few months."

Among these new DuMont sponsors, he listed Crawford Clothes, General Foods and The Mennen Co., both recently signing five-year contracts with DuMont; P. Lorillard Co., American Chicle Co., Bigelow-Sanford Carpet Co., International Shoe Co., Walter H. Johnson Candy, and Larus & Brother.

"In addition," Mr. Bergmann noted, "two sponsors of WABD New York programs — Premier Food Products and Doeskin Products—have bought the network's eastern leg to bring their shows and commercial messages to a vastly greater audience.

"Always front-ranking in the field of sports, DuMont this year is scheduled to bring its viewers the most comprehensive sports coverage in its history. Included are 30 National Professional Football League games, 20 of them sponsored by Atlantic Refining Co. and Brewing Corp. of America."

With NBC-TV completely sold out except for one-half-hour on alternate weeks on the *Kate Smith Show*—and that expected to be sold any minute — sales executives of this network felt that list of NBC-TV clients speaks for itself and comment would be unnecessary.

programs promotion premiums

SCHOOL SAFETY

WIP Philadelphia, in cooperation Philadelphia Dept. of Public Safety and the Safety Council of the Chamber of Commerce, is launching all out campaign on traffic safety for returning school children and motorists. Series of taped announcements made by school children and members of city's safety unit are being used. Sam Serota, WIP educational director, made 20-second recordings at playgrounds throughout city.

PLOWING COVERAGE

KFEQ St. Joseph, Mo., Aug. 16-17 carried twice-daily broadcasts of Missouri and National Soil Conservation Plowing Contests. Farm Service Director Harold J. (Smitty) Schmitz, was on hand for the broadcasts sponsored by Standard Oil Co.

BROCHURE ON STAR

KTSL(TV) Los Angeles sending trade and advertisers brochure based on KTSL star Jeanne Gray and her show sponsored by Owl-Rexall Drug Stores. Piece gives inside data on show and format. Pictures of newspaper clippings and list of awards show has received are included.

SUNNY FLORIDA

WEAT Lake Worth, Fla., sending trade and advertisers folded mail piece headed "WEAT . . . NBC for the Palm Beaches . . . Florida's gold coast is growing faster because." Inside tells of state's tropical climate and tourist trade. Piece gives population, data on tourists and business by cities and counties.

BEAUTY CONTEST

KWPC Muscatine, Iowa, in cooperation with Batterson's Dept. Store and A. A. Schneiderhahn Co., local Zenith radio-TV distributor, sponsored local beauty contest. Winner was acclaimed "Miss Zenith of Batterson's," received many gifts including Zenith portable radio. Station reports 2,500 attended contest.

TRAY PROMOTION

YOUNG & RUBICAM, N. Y., sending five trays marked for each day of week with picture of either Bert Parks or Bill Goodwin on each, as promotion piece to radio and TV Editors. Promotion plugs both General Foods *Bert Parks Show* on Mon., Wed. and Fri. and General Electric's *Bill Goodwin Show* on Tues. and Thurs. on CBS-TV. Glass trays were packed in round leather cigarette box.

IT TOOK ONE SPOT

WJBS DeLand, Fla., used one spot announcement during baseball game to inform listeners of change in arrival time of Francis P. Whitehair, Under Secretary of Navy whose home is in DeLand. Arriving an hour and 15 minutes ahead of schedule, he was greeted by several hundred people. Station recorded greeting and rebroadcast following morning.

PROGRAM BROCHURE

MARCH OF TIME, N. Y., distributing promotion brochure to advertisers, agencies and stations carrying its new documentary 26-film series *Cruasde in the Pacific.* Brochure contains commercial schedules, accessory pressbook, weekly press sheet, photographs and suggested press releases.

WORDS OF WISDOM

DYING gasps of man pinned beneath his ruined car, sounds of driver being pried from his smashed auto, sobs and talk of families beside their relatives dead in the road—all taped at the scene of automobile accidents in the past several months—was aired by NBC as special events safety documentary, Aug. 31. Show titled, *Are You About to Die?*

FOOTBALL PROMOTION

WCAV Norfolk, Va., sending time-buyers miniature footballs with complete schedule of games to be broadcast. Station plans to carry 45 games this fall.

MUSICAL BAZAAR

WOL-AM-FM Washington, *Musical Bazaar,* featuring Frank Blair new late morning show. Program is aired Monday-Friday, 9:15-11 a.m. Listeners contact "Trader" Blair and tell him what they want to buy or sell, Mr. Blair airs item description and actual buyer and seller can then contact each other directly.

RURAL RADIO

RURAL Radio Foundation, owner and policy making board for Rural Radio Network, approved two major projects at meeting earlier this month at Cornell U., Ithaca, N. Y. Foundation recommended active participation by RRN in intensive steel scrap drive, and adopted plan for County Food Production Awards to top producing farmers of listening area.

FOR BETTER RELATIONS

WDTV(TV) Pittsburgh Aug. 28 presented interview salute to visiting World Assembly of Youth group visiting city. Youths, from many different countries in Europe and Asia, gave first-hand reports on social and economic conditions in their countries. Jean Sladden, WDTV director of women's programs, was hostess.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company

MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

LANG-WORTH FEATURE PROGRAMS SELL BEER & WINE!

LANG-WORTH FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Caliber Programs at Local Station Cost

Telestatus

(Continud from page 80)

network programs by the number of stations used.

National-regional spot fell to 1,064 in June from 1,093 in May. Local-retail spots also fell from 4,227 in May to 3,937 in June.

Among product groups (see Table II), Foods & Food Chain Stores led classifications, accounting for 47 network advertisers and 356 spot users. Beer & Wine was second in spot accounts and toilet requisites, third.

Los Angeles topped other cities in total number of accounts, having a total of 401. New York ranked second with 391 and Chicago, third, with 290.

Rate Card No. 4 Announced by WHAS-TV

NEIL CLINE, sales director, WHAS-TV Louisville, Ky., has announced issuance of Rate Card No. 4, effective Sept. 15. The new card has a base rate of $500 for one hour in Class A time. Class A announcements will have a base rate of $100, the station announced.

'Big Town' Tops Nielsen Report

LEADING the national Nielsen ratings percentage-wise for the top 10 television programs during the two weeks ending Aug. 11 is the program, *Big Town*. Ratings were based on the per cent of TV homes reached in program station areas. The Nielsen "per cent of homes reached" gives a "relative measurement" of the audience obtained by each program in the particular station areas where it was telecast. All TV homes in those areas able to view the television being taken as 100%. Top 10 ratings follow:

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

RANK	PROGRAM	HOMES (%)
1	Big Town	31.8
2	Racket Squad	31.4
3	Arthur Godfrey's Friends (Liggett & Myers)	29.0
4	Toast of the Town	28.6
5	Original Amateur Hour	28.0
6	Fireside Theatre	27.7
7	Kraft Television Theatre	27.1
8	Amos 'n' Andy	26.9
9	Lights Out	26.8
10	Westinghouse Theatre	26.4

(Copyright 1951 A. C. Nielsen Co.)

SET PRODUCTION

Slightly Above '50

RADIO SET production for the first 30 weeks of 1951 totaled 8,413,136, Radio-Television Manufacturers Assn. has reported. This compares with 8,019,600 for the same period last year.

Of the first seven months of 1951 radio production, 4,233,611 were home sets, 3,264,043 were auto sets and 915,482 were portables. This compares with 4,192,300 home sets, 2,650,000 auto sets and 1,177,300 portables for the same months of 1950.

During July 1951, radio manufacturers produced 539,500 sets, compared to 666,000 in the same 1950 month.

RTMA also reported that the sale of receiving tubes dropped 50% in July from those in June due to the same plant vacations that brought radio and TV set production down. July tube sales totaled 13,185,567, compared with June sales of 27,667,099. Of the July sales, 7,117,435 were for new equipment, 4,625,314 for replacements, 1,222,735 for export and 220,083 for government use.

For seven months of 1951 receiving tube sales totaled 229,087,892.

Ad Workshop

WILLIAM T. WHITE, divisional vice president of Wieboldt Stores Inc., will be principal speaker at the opening session of the 1951 Advertising workshop which opens Sept. 17 in Chicago's Morrison Hotel. The workshop is sponsored by the Chicago Federated Advertising Club and the Women's Advertising Club of Chicago. It will offer clinics in copywriting, art and layout, production, industrial advertising, markets and marketing, radio, television and direct mail. Each clinic will meet one evening a week for eight weeks.

upcoming

NARTB DISTRICT MEETINGS

Dates	Dist.	Hotel	City
Sept.			
10-11	2	Syracuse	Syracuse
13-14	8	Book Cadillac	Detroit
17-18	9	Moraine-on-the-Lake	Highland Park Ill.
20-21	11	Radisson	Minneapolis
24-25	10	Blackstone	Omaha
27-28	12	Broadview	Wichita
		* * *	
Oct.			
4-6	14	Utah	Salt Lake City
8-9	17	Davenport	Spokane
11-12	15	Clift	San Francisco
15-16	16	Beverly Hills Hotel	Los Angeles
25-26	6	St. Charles	New Orleans
29-30	13	Shamrock	Houston
		* * *	
Nov.			
1-2	5	Soreno	St. Petersburg
8-9	7	Seelbach	Louisville
12-13	3	William Penn	Pittsburgh
15-16	1	Somerset	Boston
		* * *	

Sept. 12: UNESCO Special TV Working Panel Group, Office of the U. S. Mission to UN, 2 Park Ave., New York.

Sept. 14-15: Seventh District Meeting, Advertising Federation of America, Hotel Peabody, Memphis.

Sept. 15: Presentation of First Annual Edward L. Bernays Foundations Radio-Television Award by American Sociological Society.

Sept. 17: BMI Program Clinic, Augusta, Me.

Sept. 17: Institute of Radio Engineers Professional Group on Broadcast Transmission Systems. Report by Eight Ultrahigh Specialists, Franklin Institute, 10 a.m. to 6 p.m., Philadelphia.

Sept. 17-21: Premium Advertising Assn. of America, New York Premium Centennial Exposition, Hotel Astor, New York.

Sept. 18: BMI Program Clinic, Boston, Mass.

Sept. 20: BMI Program Clinic, Rochester.

Sept. 24-26: Assn. of National Advertisers, Fall Meeting, Waldorf-Astoria, New York.

Sept. 26: Federal Trade Commission, Trade Practice Conference for Radio-TV Industry, Second Session, 10 a.m., National Archives Bldg., Washington.

Sept. 28-29: Continental Advertising Agency Network, 19th Annual Meeting, Philadelphia.

Oct. 2-3: NARTB Television Program Standards Committee Meeting, NARTB Hdqrs., Washington.

Oct. 4-5: Continental Adv. Agency Network, 19th Annual Meeting, Philadelphia.

Oct. 5-7: Second District Meeting, Adv. Federation of America, Sterling Hotel, Wilkes-Barre, Pa.

Oct. 7-9: Tenth District Meeting, Adv. Federation of America, Washington-Youree Hotel, Shreveport, La.

Oct. 12-13: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

Oct. 15-16: Boston Conference on Distribution, 23d Annual Forum, Hotel Statler, Boston.

Oct. 15-19: Society of Motion Picture & Television Engineers Convention, Hollywood Roosevelt Hotel, Hollywood.

Oct. 18-19: North Carolina Assn. of Broadcasters, Fall Meeting, Battery Park Hotel, Asheville, N. C.

Oct. 18-20: AAAA Pacific Council Annual Meeting, Hotel del Coronado, Coronado, Calif.

Oct. 19: NARTB TV Members Meeting, Stevens Hotel, Chicago.

Oct. 19-20: Fifth District Meeting, Adv. Federation of America, Fort Hayes Hotel, Columbus, Ohio.

Oct. 22-24: National Electronics Conference and Exhibition, Edgewater Beach Hotel, Chicago.

Oct. 22-26: AIEE Fall General Meeting, Hotel Cleveland, Cleveland.

Oct. 25-26: AAAA Central Council Annual Meeting, Blackstone Hotel, Chicago.

Oct. 28-Nov. 3: National Radio & Television Week.

Oct. 28-31: Life Insurance Adv. Assn. Annual Meeting, Williamsburg, Va.

Oct. 29-31: IRE-RTMA Annual Meeting. Papers on noise in TV receivers, suppression of local oscillator radiation and color TV. King Edward Hotel, Toronto.

Oct. 30-31: AAAA Eastern Council Annual Conference, Roosevelt Hotel, New York.

Nov. 12-13: First District Meeting, Adv. Federation of America, Boston.

Nov. 12-14: National Assn. of Radio News Directors Convention, Sherman Hotel, Chicago.

Nov. 12-15: Financial Public Relations Assn., Annual Convention, Hollywood Beach Hotel, Hollywood, Fla.

Nov. 13: AAAA Michigan Council Annual Meeting, Statler Hotel, Detroit.

Nov. 14-15: American Public Relations Assn., Seventh Annual Meeting, Philadelphia.

Nov. 26-29: Financial Public Relations Assn., Annual Convention, Hollywood Beach Hotel, Hollywood, Fla.

Nov. 28-Dec. 1: Fifth Annual NBC Radio and Television Affiliates Convention, Boca Raton (Fla.) Club and Hotel.

Jan. 25-26: Assn. of Railroad Adv. Managers, St. Louis.

April 26-May 2, 1952: NARTB 30th Annual Convention, Stevens Hotel, Chicago.

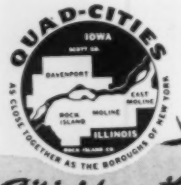
WCOP Aids Police

WCOP Boston with information appeals and news has joined Massachusett's state police in an intensive search for a killer who shot to death a state trooper in Barre, Mass., Aug. 31. Gene King, program manager, promptly placed the entire facilities of WCOP at the disposal of the state police and will continue cooperation as long as necessary. WCOP reporter Patricia Goodnow and Newscaster Hugh McCoy were assigned to state police headquarters shortly after the trooper's body was discovered, riddled with bullets.

THE QUAD-CITIES
ROCK ISLAND • MOLINE
EAST MOLINE • DAVENPORT
a unique combination of 4 cities in 2 states - on the Mississippi River

THE Quad-Cities are as intimate as four aces. These four cities are tied by proximity, by business and social bonds into one large metropolitan unit. Here 234,256 Quad-Citians live as residents of this 82nd metropolitan area. Alert time buyers know this fact and are making profitable sales to Quad-Citians whose per capita E.B.I. ranks 14th among S.M. 162 metropolitan areas. Write for brochure on this unique Quad-City market.

WHBF sells to Quad-Citians!



Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

A big, growing market awaits you in mid-Mississippi. Jackson is the hub of this market. WJDX . . . the "Voice of Mississippi" . . . can help you get maximum value for every advertising dollar spent.

REPRESENTED NATIONALLY by the GEORGE P. HOLLINGBERY CO

TV Network Clients for Fall

(Continued from page 77)

Sponsor	Program	Hours per Week	Agency
Canada Dry Ginger Ale Inc.	Super Circus	½	J. M. Mathes Inc.
Celanese Corp. of America	Celanese Theatre	1 EOW*	Ellington & Co.
Cliquot Club	Langford-Ameche Show	¼	Frank Weston Adv.
Cluett, Peabody & Co.	Don Ameche's Musical Playhouse	½ EOW*	Young & Rubicam
Cory Corp.	Langford-Ameche Show	½	Dancer-Fitzgerald-Sample
Florsheim Shoe Co.	Red Grange Predicts	¼	Gordon Best Co.
General Mills Inc.	Lone Ranger	½	Dancer-Fitzgerald-Sample
	Betty Crocker	½	Dancer-Fitzgerald-Sample
	Stu Erwin Show	½	Dancer-Fitzgerald-Sample
	Ted Mack Family Hour	½	Tatham-Laird Inc.
Goodyear Tire & Rubber Co.	Paul Whiteman Goodyear Revue	½	Young & Rubicam
Graham, Billy, Evangelistic Assoc. Inc.	To be announced	½	Walter F. Bennett & Co.
Green Giant Co.	Life With Linkletter	½ EOW*	Leo Burnett & Co.
Gruen Watch Co.	Gruen Guild Theatre	½	McCann-Erickson
Hollywood Candy Co.	Hollywood Junior Circus	½ EOW*	Ruthrauff Ryan
Ironite Ironers Corp.	Hollywood Screen Test	½	Brooks, Smith, French & Dorrance
Jane Sales Corp.	To be announced	½ EOW*	Sherwin Robert Rigers Assoc.
Kellogg Co.	Tom Corbett, Space Cadet	45 min.	Kenyon & Eckhardt
Kreisler, Jacques Mfg. Corp.	Tales of Tomorrow	½ EOW*	Hirshon-Garfield Inc.
Lorillard, P., Co.	Stop The Music	½	Lennen & Mitchell
Maidenform Brassieres	Faith Baldwin Theatre of Romance	½ EOW*	Wm. H. Weintraub
M & M Ltd.	Super Circus	½ EOW*	William Esty Co.
Masland, C. H., & Sons	Masland At Home Show	¼	Anderson & Cairns Inc.
Mason, Au & Magenheimer	Chester The Pup	¼	Turner & Dyson
McKesson & Robbins Inc.	A Date With Judy	½	Tarcher & Co.
Murray, Arthur Dance Studios	The Arthur Murray Show	½ EOW*	Ruthrauff & Ryan
Nash Kelvinator Corp.	Paul Whiteman TV Teen Club	1	Geyer, Newell & Ganger
Packard Motors Inc.	Don Ameche's Musical Playhouse	½ EOW*	Young & Rubicam
Peter Shoe Co.	Super Circus	½	Henri, Hurst & McDonald
Philco Corp.	Don McNeil TV Club	½	Hutchins Adv.
Procter & Gamble Co.	Beulah	½	Dancer-Fitzgerald-Sample
Purina, Ralston	Space Control	½ EOW*	Gardner Adv.
Ranger Joe Inc.	Ranger Joe	¼	Lamb & Keen
Rheem Manufacturing Co.	Cooks Champagne Party	25 min.	The Biow Co.
Roman Bros.	I Cover Times Square	½ EOW*	Wm. H. Weintraub Inc.
Roberling Rubber Co.	The Amazing Mr. Malone	½ EOW	Meldrum & Fewsmith
Sterling Drug Inc.	Mystery Theatre	½	Dancer-Fitzgerald-Sample
Sundial Shoe Co.	Foodini The Great	¼	Hoag & Provandie
Swanson, C. A.	Ted Mack Family Hour	½	Tatham-Laird Inc.
Voice of Prophecy Inc.	Faith For Today	½	Western Adv.

*EOW—Every Other Week

Sponsor	Program	Hours per Week	Agency
Wine Corp. of America	Charlie Wild, Private Detective	½	Weiss & Geller
Word of Life Fellowship	Song Time	½	Walter F. Bennett & Co.
Young Peoples Church of the Air	Youth On The March	½	J. M. Camp & Co.

CBS-TV

Aluminum Cooking Utensil Co.	Homemakers Exchange	Participation	Fuller & Smith & Ross
American Home Products	Love of Life	1¼	Biow Co.
American Safety Razor Corp.	The Show Goes On	½	McCann-Erickson
American Tobacco Co.	This Is Show Business	½	BBDO
Anheuser Bush Inc.	The Ken Murray Show	½	D'Arcy Adv.
Best Foods Inc.	Garry Moore Show	½	Earle Ludgin Inc.
Blatz Brewing Co.	Amos 'n' Andy	½	William H. Weintraub & Co.
Block Drug Co.	Danger	½	Cecil & Presbrey
Brown Shoe Co.	Smilin' Ed McConnell	½	Leo Burnett Co.
Burkart Mfg. Co.	Patricia Bowman Show	¼	Winius-Brandon Co.
Carnation Co.	Burns & Allen	½	Erwin, Wasey & Co.
Carter Products Inc.	Crime Photographer	½	SSC&B
Carter Products Inc.	Songs For Sale	¼	SSC&B
Colgate-Palmolive-Peet Co.	Strike It Rich	1½	Wm. Esty Co.
	Strike It Rich	½	Sherman & Marquette
Electric Auto-Lite Co.	Suspense	½	Cecil & Presbrey
Esso Standard Oil Co.	Alan Young	½	Marschalk & Pratt
General Electric Co.	Fred Waring Show	1	Young & Rubicam
	Garry Moore Show	¾	Young & Rubicam
General Foods Corp.	It's News to Me	½	Young & Rubicam
	Mama	½	Benton & Bowles
General Mills Inc.	Live Like a Millionaire	½	Knox Reeves Adv.
Grove Labs	Live Like a Millionaire	½	Gardner Co.
General Motors Corp.	CBS News with Douglas Edwards	1¼	D. P. Brother & Co.
B. F. Goodrich Co.	Celebrity Time	½	BBDO
Hall Bros.	Sarah Churchill	¼	Foote, Cone & Belding
Chr. Hansen's Labs	Garry Moore Show	¼	McCann-Erickson
Hudson Pulp & Paper Co.	Bride & Groom	¼	Duane Jones Co.
International Latex Corp.	Fashion Magic	1	Foote, Cone & Belding

(Continued on page 100)

MEXICAN STATIONS

New Assignments Reported

NEW STATION assignments in Mexico have been reported to FCC under provisions of the 1941 NARBA. Changes reported by Mexico (probable commencement date in parentheses) are:

XEGB Coatzacoalcos, Veracruz, new Class II station, 250 w day on 840 kc (Jan. 1, 1952).

XEGK Papantla, Veracruz, new Class II, 250 w fulltime on 920 kc (Jan. 1, 1952).

XEGA San Andres, Tuxtla, Veracruz, new Class III-B, 500 w fulltime on 1300 kc (April 1, 1952).

XEMS Montemorelos, Nuevo Leon, deleted and reinstated at new location of Matamoros, Tampaulipas with same assignment of 250 w daytime on 1310 kc, Class IV (Jan. 1, 1952).

XERG Neuvo Laredo, Tampaulipas, changed from 250 w to 2.5 kw on 1090 kc, Class II (Oct. 1).

XEXO Nuevo Laredo, Tampaulipas, changed from 1140 kc to 1550 kc. XEFZ Monterrey, Nuevo Leon, new Class I-B, 50 kw DA-N fulltime on 1550 kc (Sept. 1).

XENL Monterrey, Nuevo Leon, new Class II, 1 kw-day and 250 w-night on 1190 kc (Oct. 1).

XEFY Ensenada, Baja California, new Class IV, 100 w fulltime on 1450 kc. (Jan. 1, 1952).

SAG Nominees

SCREEN ACTORS GUILD last week released 23 nominations, made by the group's own nominating committee, for officers and directors to be voted upon in the forthcoming annual election. Lists sent to members were headed by incumbent President Ronald Reagan and First Vice President William Holden.

TV Network Clients for Fall

(Continued from page 99)

Sponsor	Program	Hours per Week	Agency
S. C. Johnson & Son Inc.	Starlight Theatre	½	Needham, Louis & Brorby
The Kroger Co.	Alan Young	½	Ralph H. Jones Co.
Lambert Pharmacal Co.	Sammy Kaye Musical Variety Show	½	Lambert & Feasley
Lehn & Fink	Bride & Groom	¼	McCann-Erickson
Lever Bros. Co.	Lux Video Theatre	½	J. Walter Thompson
	Big Town	½	Ruthrauff & Ryan
Liggett & Myers Tobacco Co.	Arthur Godfrey & His Friends	½	Cunningham & Walsh
	Perry Como	¾	Cunningham & Walsh
	The Stork Club	½	Cunningham & Walsh
Lincoln-Mercury Dealers	Toast of the Town	½	Kenyon & Eckhardt
Thomas J. Lipton Inc.	Arthur Godfrey's Talent Scouts	½	Young & Rubicam
Longines-Wittnauer Watch Co.	Longines Chronoscope	¾	Victor A. Bennett
P. Lorillard Co.	The Web	½	Geyer, Newell & Ganger
Marlene's Inc.	Vanity Fair	Participation	O'Neil, Larson & McMahon
Jules Montenier Inc.	What's My Line	½	Earle Ludgin & Co.
National Dairy Products Co.	The Big Top	1	N. W. Ayer & Son
National Pressure Cooker Co.	Homemakers Exchange	Participation	Geo. R. Nelson Inc.
Norwich Pharmacal Co.	Week in Review	¼	Benton & Bowles
Pabst Sales Co.	Pabst Blue Ribbon Bouts	Approx. ¾	Warwick & Legler
Pearson Pharmacal Co.	Hollywood Opening Night	½	Harry B. Cohen Adv.
Pepsi-Cola Co.	Faye Emerson Show	½	Biow Co.
Philip Morris & Co.	Lucille Ball Show	½	Biow Co.
	Racket Squad	½	
Pillsbury Mills Inc.	Arthur Godfrey & His Friends	½	Leo Burnett Co.
Procter & Gamble Co.	First 100 Years	1¼	Benton & Bowles Co.
	Search for Tomorrow	1¼	Biow Co.
	Garry Moore Show	1¼	Compton Adv.
	Steve Allen	½	Compton Adv.
Quaker Oats Co.	Garry Moore Show	¼	Price, Robinson & Frank
R. J. Reynolds Tobacco Co.	Man Against Crime	½	Wm. Esty Co.
	Garry Moore Show	¾	
Ronson Art Metals Works Inc.	Peter Lind Hayes, Mary Healy	½	Grey Adv.
Schick Inc.	Crime Syndicated	½	Kudner Agency
Schlitz Brewing Co.	Playhouse of Stars	1	Young & Rubicam
Standard Brands Inc.	Garry Moore Show	¾	Compton Adv.
Sterling Drug	Songs for Sale	½	Dancer-Fitzgerald-Sample
Sylvania Electric Products	Beat the Clock	½	Cecil & Presbrey
Toni Inc.	Arthur Godfrey & His Friends	½	Foote, Cone & Belding
	Crime Photographer	½	Tatham-Laird
Westinghouse Electric Corp.	Studio One	1	McCann-Erickson
Wm. Wrigley Jr. Co.	Gene Autry	½	Ruthrauff & Ryan

DuMONT

Atlantic Refining Co.	Nat. Professional Football League	2½	N. W. Ayer & Son
American Chicle Co.	Rocky King, Detective	2½	Dancer-Fitzgerald-Sample
Brewing Corp. of America	Nat. Professional Football League	2½	Benton & Bowles
Bigelow-Sanford Carpet Co.	Bigelow-Sanford Theatre	½	Young & Rubicam
Crawford Clothes	They Stand Accused	1	Al Paul Lefton
Doeskin Products Co.	Eloise Salutes The Stars	¼	Federal Adv.
Drug Store TV Productions	Cavalcade of Stars	1	Products Adv.
Drug Store TV Productions	Cavalcade of Bands	1	Products Adv.
General Foods Corp.	Captain Video	2½	Benton & Bowles
International Shoe Co.	Kids & Company	½	Westheimer & Block
Walter H. Johnson Candy Co.	Flying Tigers	½	Franklin Bruck
Larus & Brother Co.	The Plainclothes Man	½	Warwick & Legler
Francis H. Leggett Co. (Premier Foods)	Rumpus Room	2½	Peck
P. Lorillard & Co.	Down You Go	½	Lennen & Mitchell
Mennen Co.	Twenty Questions	½	Duane Jones
Rosefield Packing Co.	You Asked For It	½	Guild, Bascom & Bonfigli
Tide Water Associated Oil Co.	Headline Clues From Broadway to Hollywood	½	Lennen & Mitchell

NBC-TV

Admiral Corp.	Lights Out	½	Erwin, Wasey & Co.
American Cigarette & Cigar Co.	The Big Story	½	SSC&B
American Tobacco Co.	Robert Montgomery Presents	1 EOW	BBDO
American Tobacco Co.	Your Hit Parade	½	BBDO
Armstrong Cork Co.	Circle Theatre	½	BBDO
Benrus Watch Co.	Your Show of Shows	10 min.	J. D. Tarcher
Bohn Aluminum & Brass Co.	American Forum of The Air	½	Zimmer-Keller Inc.
Borden Co.	Treasury Men in Action	½	Kenyon & Eckhardt
Bristol-Myers Co.	Break The Bank	½	Doherty, Clifford & Shenfield

EOW—Every other week

Advertising is bought by the **group** of executives who plan **marketing** strategy and tactics.

Printers' Ink is read by the whole marketing group of advertising, management, sales and agency executives who are the leading **buyers of advertising.**

CZECH 'HAMS'

Get Orders to Spy

ALL Czechoslovakian "hams" have been instructed by their government to utilize amateur radio for political propaganda and information purposes, according to Harold Stassen, chairman of the 1951 Crusade for Freedom Campaign.

Mr. Stassen last week asked the American Radio Relay League, representative of some 40,000 American ham operators, to warn its members of the orders issued by the Czech Ministry of Information.

Amateurs were told to acquire, through radio contacts, information about technical developments in the western world, to ask for "gifts" of a technical nature and to report receipt of anything to the central amateur office in Prague, where findings will be evaluated by Czech and Soviet authorities.

Czechoslovakian hams were warned at the same time, Mr. Stassen revealed, that their calls are monitored and that action will be taken for deviations from instructions. Maximum penalty for rule violations is death.

As chairman of the Crusade for Freedom, whose $3½ million drive will build more radio transmitters for Radio Free Europe and Radio Free Asia, Mr. Stassen said he does not want to discourage person-to-person contact between America and Iron Curtain countries, but felt American radio amateurs should be aware of the Czech instructions.

THE GEORGIA PURCHASE

only a combination of stations can cover georgia's major markets

THE GEORGIA TRIO

represented individually and as a group by THE KATZ AGENCY, INC.

Sponsor	Program	Hours per Week	Agency
ymart Inc.	Somerset Maugham Television Theatre	1 EOW	Cecil & Presbrey
mpana Sales Co.	Ruth Lyons' '50 Club	¼	H. W. Kastor & Sons
mpbell Soup Co.	Aldrich Family	½	Ward-Wheelock Co.
nnon Mills Inc.	Kate Smith Hour	¼	N. W. Ayer & Son
eesebrough Mfg. Co.	Greatest Fights of the Century	¼	Cayton Inc.
eesebrough Mfg. Co.	Kate Smith Hour	¼	McCann-Erickson
tion Foods Inc.	All Star Revue 1 (every 3rd Wk.)		Maxon Inc.
lgate-Palmolive-Peet Co.	Comedy Hour	1	Sherman & Marquette
lgate-Palmolive-Peet Co.	Howdy Doody	¾	Ted Bates & Co.
lgate-Palmolive-Peet Co.	Miss Susan	1¼	William Esty Co.
goleum-Nairn Inc.	Kate Smith Show	½ EOW	McCann-Erickson
by Foods Inc.	Magic Slate	½ EOW	Needham, Louis & Brorby
Soto Div. of The Chrysler Corp.	You Bet Your Life	½	BBDO
rsharp	Your Show of Shows	½ EOW	Biow Co.
restone Tire & Rubber Co.	Voice of Firestone	½	Sweeney & James Co.
d Division, Ford Motor Co.	Ford Festival	1	J. Walter Thompson Co.
neral Electric	Bill Goodwin Show	1	Young & Rubicam
neral Foods Corp.	Young Mr. Button	½	Young & Rubicam
neral Foods Corp.	Bert Parks Show	1½	Young & Rubicam
neral Foods Corp.	Hopalong Cassidy	1	Young & Rubicam
ber Products Co.	Kate Smith Hour	¼	Federal Adv.
lette Safety Razor Co.	Cavalcade of Sports	¾	Maxon Inc.
den Co.	Kate Smith Hour	½	Meldrum & Fewsmith
dyear Tire & Rubber Co.	Television Playhouse (Tentative title)	1 EOW	Young & Rubicam
f Oil Corp.	We, The People	½	Young & Rubicam
rl Bishop Inc.	Freddy Martin Show	½	Raymond Spector Co.
t Foods Inc.	Kate Smith Hour	½	Young & Rubicam
rnational Shoe	Howdy Doody	¼	Henri, Hurst & McDonald
drew Jergens Co.	Kate Smith Hour	½	Robt. W. Orr & Assoc.
dogg Co.	Howdy Doody	½	Leo Burnett Co.
dogg Co.	All Star Revue 1 (every 3rd Wk.)		Kenyon & Eckhardt
mark Mfg. Co.	Kate Smith Hour	¼	Emil Mogul
ft Foods Co.	Kraft Television Theatre	1	J. Walter Thompson Co.
n & Fink	Your Show of Shows	½ EOW	Lennen & Mitchell
er Bros. Co.	Hawkins Falls	1¼	N. W. Ayer & Son
by, McNeill & Libby	Your Show of Shows	10 min.	BBDO
gett & Myers	(a comedy-variety show)	½	Cunningham & Walsh
Lorillard Co.	Original Amateur Hour	1	Lennen & Mitchell
hattan Soap Co.	One Man's Family	½	Duane Jones Co.
s Inc.	Howdy Doody	½	Leo Burnett Co.
s Laboratories	Quiz Kids	½	Geoffrey Wade Adv.
nesota Mining & Mfg. Co.	Juvenile Jury	½	BBDO
nte Maid Corp.	Kate Smith Hour	¼	Ted Bates Inc.
wk Carpet Mills	Mohawk Showroom	¾	George R. Nelson Inc.
ual Benefit Health & Accident Assoc. of maha	On The Line With Bob Considine	¼	Bozell & Jacobs
onal Biscuit Co.	Kukla, Fran & Ollie	½	McCann-Erickson
ge Div. Borg-Warner	Kate Smith Hour	½ EOW	McCann-Erickson

W—Every other week

Sponsor	Program	Hours per Week	Agency
Penick & Ford	Ruth Lynn Show	¼	BBDO
Pet Milk Sales Corp.	All Star Revue 1 (every 3rd Wk.)		Gardner Adv.
Peter Paul Inc.	Gabby Hayes	¼	Maxon Inc.
Philco Corp.	Philco TV Playhouse	1 EOW	Hutchins Adv.
Pillsbury Mills Inc.	Kate Smith Hour	¼	Leo Burnett Co.
Procter & Gamble Co.	Fireside Theatre	½	Compton Adv.
Procter & Gamble Co.	Kate Smith Show	1¼	Dancer-Fitzgerald-Sample
Procter & Gamble Co.	Kukla, Fran & Ollie	1	Benton & Bowles
Procter & Gamble Co.	Red Skelton Show	½	Benton & Bowles
Quaker Oats Co.	Zoo Parade	½	Ruthrauff & Ryan Inc.
Quaker Oats Co.	Gabby Hayes Show	½	Sherman & Marquette
RCA	Kukla, Fran & Ollie	½	J. Walter Thompson
Revere Copper & Brass Inc.	Meet The Press	½	St. Georges & Keyes
Reynolds Metals Co.	Kate Smith Show	½ EOW	Buchanan & Co.
R. J. Reynolds Tobacco Co.	Camel News Caravan	1¼	William Esty Co.
R. J. Reynolds Tobacco Co.	Your Show of Shows	½	William Esty Co.
Riggio Tobacco Corp.	Leave It To The Girls	½	Brooke, Smith, French & Dorrance
Simmons Co.	Kate Smith Hour	¼	Young & Rubicam
Simoniz Co.	Kate Smith Hour	¼	SSC&B
Singer Sewing Machine Co.	Kate Smith Hour	¼	Young & Rubicam
S. O. S. Co.	Your Show of Shows	10 min.	McCann-Erickson
Speidel Corp.	Paul Winchell-Jerry Mahoney Show	½	SSC&B
Standard Oil Co. of Indiana	The Wayne King Show	½	McCann-Erickson
Stokely-Van Camp Inc.	The Liittle Show	½	Calkins & Holden, Carlock, McClinton & Smith
Texas Company	Texaco Star Theatre	1	Kudner Agency
Time Inc.	Kukla, Fran & Ollie	½	Young & Rubicam
United States Tobacco Co.	Martin Kane, Private Eye	½	Kudner Agency
Wander Co.	Howdy Doody	¼	Grant Adv.
Welch Grape Juice Co.	Howdy Doody	¼	Doherty, Clifford & Shenfield.

WNXT ON AIR

Rosene Is Manager

WNXT, new 1-kw fulltime outlet in Portsmouth, Ohio, staged its dedicatory broadcast Aug. 30. Station, assigned 1260 kc and licensed to Portsmouth Broadcasting Co., is an ABC affiliate.

The 75-minute inaugural broadcast included addresses by Governors Frank Lausche of Ohio, Lawrence W. Wetherby of Kentucky and Okey L. Patteson of West Virginia. Others appearing were Rep. James G. Polk (D.-Ohio), Portsmouth's mayor and city manager, as well as other city and county dignitaries.

WNXT president and general manager is Marshall Rosene, who recently resigned from the general managership of WSAZ Huntington, W. Va., to head the new outlet. WNXT personnel includes Russ Newman, chief engineer; Dean Sturm, program director; Phil Phillips, production manager; Jack Hurst, sports director; Frank Balmert, news editor; Bill Dawson, special events; Carl Mitchell and William Pepper Sr., sales department; Lillian Sagraves, continuity chief; Thelma Henderson, traffic manager; Bryson Prather, auditor; and Charles Gilmer, C. Lyons and Russ Evans, engineers.

Studios are in the Masonic Temple Bldg. in downtown Portsmouth with the transmitter five miles north of the city on Route 23. Standard Radio library service and UP news are being used.

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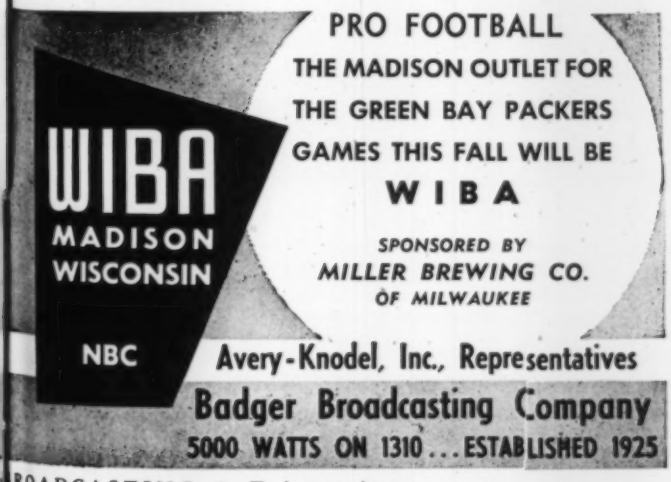

NARCOTIC WAR

Westinghouse Effort

A SPOT crusade against teen-age narcotic peddling has been opened by the Westinghouse Radio Stations. The campaign is using short statements by famous government and sports figures.

Gordon Hawkins, program and educational director for the Westinghouse stations, said a well-rounded program and spot campaign had been planned with the Senate Crime Committee and the Federal Bureau of Narcotics. Mr. Hawkins said "I am particularly interested in the spot campaign . . . in view of its frequent and continuing impact of concise and hard-hitting messages."

All program material and announcements used in the narcotic drive are being made available to the National Assoc. of Educational Broadcasters' tape network (made up of 70 college campus stations) at that organization's request. Programs include interviews, dramatic and documentary angles.

WGAR Fair Train

MORE than a thousand persons took advantage of a WGAR Cleveland offer of special rates for a train excursion to "Northern Ohio Day" at the Ohio State Fair in Columbus. Bob Smith, station's farm director, promoted the event and arranged for the two-section train which carried listeners to the fair.

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FCC actions

AUGUST 31 THROUGH SEPTEMBER 6

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

August 31 Decisions . . .

BY THE COMMISSION EN BANC

SSA Extended

WNYC New York, N. Y.—Granted extension of special service authorization to operate on 830 kc with 1 kw from 6 a.m. to local sunrise at New York and from local sunset at Minneapolis to 10 p.m. EST, for a period ending Oct. 31, pending further study of ruling of U. S. Circuit Court of Appeals for District of Columbia Circuit in case of ABC Inc., v. FCC, decided July 19. WNYC's views as to effect of court's decision in this case are invited and should be filed with FCC by Sept. 21.

KFAR Fairbanks, Alaska—Granted extension of special service authorization to operate on 660 kc with 10 kw unl. for period ending Oct. 31 pending further study of ruling of U. S. Circuit Court of Appeals for District of Columbia Circuit in case of ABC Inc., v. FCC, decided July 19. KFAR's view as to effect of court's decision in this case are invited and should be filed with FCC by Sept. 21, 1951.

ABC-UPT MERGER

Commission designated for hearing seven applications relating to proposed merger of ABC and United Paramount Theaters Inc., into a new entity, American Broadcasting-Paramount Theaters Inc. Hearing was consolidated with other applications involving license renewals etc., of Paramount, DuMont and Balaban & Katz which, on Aug. 8, were set for future hearing. No date has yet been set for this now consolidated hearing.

The seven applications concerned in contemplated ABC-Paramount merger are:

For consent to transfer control WXYZ-AM-FM-TV Detroit.

For consent to transfer negative control WSMB-AM-FM New Orleans.

For assignment of licenses KECA-AM-FM-TV Los Angeles.

For assignment of licenses KGO-AM-FM-TV San Francisco.

For assignment of licenses WENR-AM-FM-TV Chicago.

For assignment of license WJZ and construction permits of WJZ-FM-TV New York.

For assignment of license WBKB (TV) Chicago, from Balaban & Katz to CBS, which was filed contingent upon approval of ABC-Paramount merger.

September 4 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WGBF Evansville, Ind.—Mod. CP to increase power and change DA-N for extension of completion date.

License for CP

WONW Defiance, Ohio—License for CP, as mod., authorizing change hours operation and install DA-N.

Change Trans. Location

Farrell, Pa.—CP for new AM station on 1470 kc 500 w D AMENDED to change trans. location to on W. Middlesex Rd., 840 ft. south of New Castle Rd., near Farrell, Pa. and change ant. system etc.

License Renewal

Following stations request renewal of license: WPBB Jackson, Ala.; WSMB New Orleans, La.; WAYB Waynesboro, Va.; WOI-FM Ames, Iowa.

September 5 Decisions . . .

BY THE SECRETARY

WKOK Sunbury, Pa.—Granted license to use formerly licensed main trans. as aux. trans. at present location of main trans.

Scripps-Howard Radio, Inc., Cleveland, Ohio—Granted CP to change type of stations KA-4846, KA-4849 from TV Pickups to one TV STL station (KQD-71), and change transmitter location.

WTRW Two Rivers, Wis.—Granted mod. CP for approval of ant. trans. location, specify main studio location and change type trans.

WNBT New York—Granted mod. CP for extension of completion date to 12-15-51.

Granted following renewal of licenses of remote pickup on a regular basis: KA-5251 area Alliance, Ohio; KOB-281 Ogden, Utah, KA-6391 area Ogden, Utah.

Extended following licenses of remote pickup on temporary basis to Dec. 1: KA-7154 area San Francisco, Calif.; KA-2965, KA-6678, KA-6679 area Miami Beach, Fla.; KA-8036 area Madison, Wis.; KA-4039 area New York, N. Y.

Granted following renewal of licenses of remote pickups on regular basis, subject to change in frequency which may result from proceedings in Docket 6651: KA-3416 area Albuquerque, N. M.; KQC-385 Alliance, Ohio.

Extended following licenses on temporary basis to Dec. 1, subject to change in frequency which may result from proceedings in Docket 6651: KA-7152, KA-7153, KA-7155, KA-7156 (KPIX, Inc.) area San Francisco, Calif.; KA-3373 area Pensacola, Fla.; KA-8653 area Sherman, Tex.

Extended following license of FM STL on a temporary basis to Dec. 1.: KAA-61 Ames, Iowa.

KOAT Albuquerque, N. M.—Granted license covering change in frequency (1240 kc 250w unl.).

WWHG Hornell, N. Y.—Granted license covering change in trans. and studio locations and install of new trans.

WABG Greenwood, Miss.—Granted license covering change in hours of operation and installation of DA-N (960 kc 500 w-N 1 kw-LS DA-N; cond.).

WDOD Chattanooga, Tenn.—Granted license covering installation of new aux. trans.

KCNO Alturas, Calif.—Granted license for new AM station; 570 kc 1 kw D.

KFJM Grand Forks, N. D.—Granted license covering installation of new trans.

WIBA-FM Madison, Wis.—Granted license for FM station Ch. 268 (101.5 mc) 45 kw ant., 1010 ft.

WJJL Niagara Falls, N. Y.—Granted CP to change trans. location and install new vert. ant.

KDMA Montevideo, Minn.—Granted mod. CP for approval of ant., trans. and main studio location.

WVOW Logan, W. Va.—Granted mod. CP for extension of completion date to 3-1-52.

WFRX West Frankfort, Ill.—Granted license for AM station: 1300 kc 1 kw D.

WRAK Williamsport, Pa.—Granted license to use old main trans. as alt. main trans. at present location of main tran.

WDXE Lawrenceburg, Tenn.—Granted license for AM station; 1370 kc 5 w D.

KNED McAlester, Okla.—Granted license covering change in frequency, install new trans. and change ant. system (1150 kc, 1 kw, D).

WSAT Salisbury, N. C.—Granted license covering change in hours of operation and install DA-N; 1280 kc 1 kw DA-N unl.; cond.

WMNE Menomonie, Wis. — Granted license for AM station and change studio location; 1360 kc 500 w D.

WPTL Providence, R. I.—Granted mod. license to make changes in existing noncommercial educational FM station to change ERP from 2.9 kw to 3.19 kw.

WTIC Hartford, Conn.—Granted CP to install new trans. as an aux. trans. at present location of main trans. 1080 kc 5 kw.

WCHS Charleston, W. Va.—Granted CP to install old main trans. as aux. trans. at present location of main trans. on 580 kc 1 kw.

WLCM Lancaster, S. C.—Granted mod. CP for approval of ant., trans. location, specify main studio location and change type trans.; 1360 kc 1 kw D.

KGMC Englewood, Col.—Granted mod. CP for approval of ant., trans. and studio location.

WVOW Logan, W. Va.—Granted mod. CP to change type trans.

KBOX Modesto, Calif.—Granted mod. CP for extension of completion date to 11-1-51; cond.

WSFA Montgomery, Ala.—Granted license covering increase in D power and install new trans. (1440 kc 1 kw-5 kw-LS DA-N).

WAIN Columbia, Ky.—Granted license for AM station; (1270 kc 1 kw D).

WPRC Lincoln, Ill.—Granted license for AM station (1370 kc 500 w D); cond.

WSTR Sturgis, Mich.—Granted license for AM stations (1460 kc 500 w D).

WMTE Maniestee, Mich.—Granted license for AM station, and specify studio location; (1340 kc 250 w unl.).

WEKZ Monroe, Wis.—Granted license for AM station; (1260 kc 500 w D).

WWVA-FM Wheeling, W. Va.—Granted mod. CP for extension completion date to 3-21-52.

Granted following renewal of licenses remote pickup on regular basis: KA-5247, 5248, area Louisville, Ky.; KA-6919 area Independence, Mo.; KA-7321, 7322 area West Plains, Mo.; KA-693 West Plains, Mo.; KA-5178-5181 KA-5481 KA-5484 KA-6026 area Cleveland, Ohio; KA-4917 area Rio Piedras P.R.

Granted following renewal of licenses of remote pickups on regular basis, subject to change in frequency which may result from proceedings in Docket 6651: KA-3820 area of Independence, Mo.; KA-5074 KA-8746 area Cleveland, Ohio, KQA-697 Cleveland Ohio; KA-6975 Mario Acosta, Area Mayaguez, P.R.; KA-3625 area San Juan, P.R.

Extended following licenses of remote pickups on a temporary basis to Dec. 1: KA-2313, KA-4606-4608 area Detroit, Mich.; KQA-755 Detroit, Mich.; KA-4621-4623 area Schenectady, N. Y.; KA-2775, KA-7065 area Cleveland Ohio; KQA-795 Cleveland; KA-8[illegible] area Tacoma, Wash.

Extended following licenses of remote pickup on temporary basis to Dec. 1, 1951, subject to change in frequency which may result from proceedings in Docket 6651; KA-4552 K[illegible]

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area Los Angeles, Calif.: KA-8743 Fort Wayne, Ind.: KA-8744 area ., Mass.: KA-8745 area Spring- Mass.: KA-4605 area Detroit, KA-4620 area Schenectady, KA-3407 area Cleveland, Ohio. ended following license of FM tation on temporary basis to Dec. KA-46 New York, N. Y.

Klop Video Bcstrs., Astoria, Ore.—Granted licenses for new remote pickups KA-9239 KA-9240 KOC-477.

Kuka-Smithfield Bcstg. Co., Smithfield, N. C.—Granted licenses for remote pickups KA-8157 KA-8156.

Lamb Bcstg. Co., Rhinelander, Wis.—Granted licenses for remote pickups KA-805 KSB-702.

Lakelands Bcstg. Service Inc., Crivideld, Wis.—Granted license for remote pickup KA-8478.

LaGrange Bcstg. Co., LaGrange, Ill.—Granted license for remote pickup KA-9417.

Carbondale Bcstg. Co., Inc., Carbondale, Pa.—Granted license for remote pickup KA-9254.

WSRS Inc., Cleveland Heights, Ohio—Granted license for remote pickup KA-7713.

WVBT (FM) Bristol Center, New York—Granted license covering changes in FM stations; Ch. 236 (95.1 mc) 5.3 kw; ant. 990 ft.

WHEC Inc., Rochester, N. Y.—Granted mod. license to change KA-5613 frequencies to 26.15 mc.

Trent Bcstg. Corp., Trenton, N. J.—Granted CP's and licenses for remote pickups KEC-450 KA-9564 KEC 447.

Mid-Illinois Bcstg. Co., Litchfield, Ill.—Granted CP and license for remote pickup KA-9567.

Evanston Bcstg. Co., Evanston, Ill.—Granted CP and license for remote pickup KA-9578.

Saunders Bcstg. Co., Flagstaff, Arizona—Granted CP's and licenses for remote pickups KA-9568 KA-9577.

Star Printing Co., Miles City, Montana—Granted CP and license for remote pickup KA-9579.

Thompson K. Cassel, Sayre, Pa.—Granted CP for remote pickup KA-9570.

News Press Publishing Co., Santa Barbara, Calif.—Granted CP for new remote pickup KA-9569.

Atlantic Coast Bcstg. Co., Charleston, S. C.—Granted CP's for new remote pickups KA-9565 KA-9566.

Iowa Great Lakes Bcstg. Co., Inc., Spencer, Iowa—Granted CP to make changes in remote pickup KA-8719 to increase power from 20 to 40 and to change trans.

KVWO Cheyenne, Wyo. — Granted mod. CP for approval of ant., trans. and studio location.

WOW-TV Omaha, Neb.—Granted STA for increase in trans. output power from vis. 4.7 kw to 5 kw and aur. from 2.35 kw to 2.5 kw.

ACTION ON MOTIONS
By Comr. Rosel H. Hyde

WINX Washington, D. C.—Granted petition for dismissal of applications for renewal of licenses of synch. amps. located in Washington and Montgomery County, Md. and developmental station KG2XCK.

Telanserphone, Inc., Washington, D. C.—Denied petition insofar as it requests dismissal without prejudice of appliaction for CP in domestic public land mobile radio service in Washington, but granted insofar as it requests dismissal. Application dismissed with prejudice.

By Hearing Examiner J. D. Bond

WINX Washington, D. C.—Granted motion for continuance of hearing in proceeding re application for CP to change main trans. location of WINX from Garden City, Arlington, Va., to 8th and Eye Streets, N.W., Washington, and establish synch. amps. and developmental station KG2XCK as presently operated; hearing now scheduled for Sept. 17 was continued indefinitely.

Alabama-Gulf Radio, Foley, Ala.—Granted petition to accept late appearance and statement of appearance in proceeding re its application and that of Gulf Beaches Bcstg. Co., Inc., St. Petersburg Beach, Fla.

Gulf Beaches Bcstg. Co., Inc., St. Petersburg, Florida—Granted petition for continuance of hearing in proceeding re its application and that of Alabama-Gulf Radio, Foley, Ala.; hearing now scheduled for Sept. 4 was continued to date to be set by further order.

WTAD Quincy, Ill.—Granted motion for leave to amend application to provide current information re officers,

(Continued on page 107)

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Help Wanted

Managerial

North midwestern 250 watt network affiliate wants all-round manager. Solid market and a proven station. Salary open. Present manager receives $8,000. Send complete and detailed information together with photo. Box 773K, BROADCASTING.

Manager-commercial manager. Unusual opportunity for advancement offered good commercial manager or general manager of small market station interested in advancement. Write Box 893K, BROADCASTING.

Salesman

Radio station salesman. Topflight salesman to call on radio stations selling nation's number one radio programs. $150 week draw. Exceptional opportunity. Write full details about yourself. Box 384K, BROADCASTING.

Salesman for 1000 watt network affiliate. Prosperous Michigan community where retail sales are way above national average. Guaranteed salary. Give background and references first letter. Box 660K, BROADCASTING.

Salesman, male or female, for one of Connecticut's leading independents in major market. Base salary, commission, expense account. Write to Box 814K, BROADCASTING.

Immediate opening with exceptional opportunity for experienced time salesman as field representative for firm supplying local radio stations with program service. Expenses plus commissions and bonus. Weekly earnings exceed $300.00. Applicant must be personable, dependable, have car and be free to travel. For New York City interview, write Box 854K, BROADCASTING and enclose photo.

A real opportunity for a self starter to take over established studios in a large non-competitive market. Man needed would sell, service accounts, do 2½ hours air work. Established accounts would be turned over. Guaranteed salary and commission. Box 859K, BROADCASTING.

Experienced salesman wanted by successful N. Y. independent station. We want an aggressive salesman who can and will fight for business in a highly competitive field for national and local billing. This is not a job for a contact man or a beginner. Good starting income and bright future for the right man. Give full account of your experience and references in strict confidence for interview. Box 883K, BROADCASTING.

Time salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

I have requests for good salesmen from stations throughout the U. S. A. If you have a good personal and sales record and wish to advance yourself, send complete information and photo to the Fred A. Palmer Co., Worthington, Ohio.

Announcers

Immediate opening for combination announcer-engineer with Rocky Mountain network affiliate. Ideal working conditions, station splendidly equipped. Permanent position. Wonderful climate and outdoor paradise. Small but congenial staff. Send full details to Box 755K, BROADCASTING.

Announcer—Staff man with disc-jock background for existing vacancy at top mid-south independent station. 3-5 years experience preferred. Must be able to operate console. We are looking for a man who has lost the wanderlust. State all particulars in first letter with disc or tape. Box 815K, BROADCASTING.

Help Wanted (Cont'd)

Immediate opening experienced staff announcer, must operate board, handle news, DJ and some special events. Louisiana station, send particulars including picture. Box 833K, BROADCASTING.

Wanted: Announcer interested in learning all phases of radio. Start night work. 250 Mutual outlet, small town. Box 872K, BROADCASTING.

Opening in Minnesota station for salesman-announcer. Must have car. Guaranteed salary. Box 890K, BROADCASTING.

Wanted: Combination man. Accent on announcing. Florida resort town independent. All details first letter. Box 697, New Smyrna, Florida.

Immediate opening for combination announcer-engineer midwest independent. Excellet working conditions, 41 hours no split shift. Experience desirable but not necessary. Good starting wage to right man wanting a permanent job. Contact Charles Harrison, KBOA, Kennett, Missouri.

$325 monthly. Need experienced announcer with first class ticket. 40 hour 6 day week. Prefer applicant from south or southwest who will appreciate ideal working conditions in modern plant. Send details, Manager, KTFY, Brownfield, Texas.

Newsman—age 21 to 25. Stress is on reporting ability. Newspaper background will be given preference. We will work with you on air style. Our preference is for man with basic ability, desire to learn, mature, cooperative. Contact: KWKH News Bureau, (CBS 50 kw) P. O. Box 1387, Shreveport, Louisiana.

Immediate opening for experienced announcer, man with some sports play-by-play preferred. Salary is dependant on ability. Send disc and details. WDBL, Springfield, Tenn.

Announcer-engineer wanted at once. Thousand watt station with CP to go 5,000. Congenial staff, excellent working conditions. Will consider inexperienced man with training and ability. Contact Hugh Fite, General Manager, Radio Station WERH, Hamilton, Alabama.

Combination announcer-engineer. Emphasis announcing, night shift, progressive network affiliate. Attractive salary. Send disc and qualifications, WFLB, Fayetteville, N. C.

WFTR, Front Royal, Virginia is growing. Immediate opening for announcer-engineer with experience, one that wishes to advance in programming, production and accent announcing plus permanent position. Start sixty per week, raise after one month. Profit sharing after three months. Located seventy miles west of Washington, D. C. in Shenandoah Valley. Will also hire inexperienced combo man desiring training and future. Write Ken Gordon, WFTR, Front Royal, Virginia.

Announcer-operator wanted. Regional ABC. WKTY, LaCrosse, Wisconsin.

Announcer-engineer, with first class ticket, at least six months' experience. Good working conditions, 250 watt network station. Send disc, qualifications, and salary requirements. WMLT, Dublin, Georgia.

Announcer wanted. South Georgia network station wants experienced announcer who can operate board and tables. Good pay and hours. WVOP, telephone 327, Vidalia, Georgia.

Announcer - engineer, first phone. WWGS, Tifton, Ga., Phone 921.

Help Wanted (Cont'd)

Immediate need for combination man. Good pay, good hours, congenial staff. Scenic resort town on Tennessee River. Prefer some experience. Would consider beginner. Contact Ed Carrell, P. O. Box 32, Guntersville, Ala.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING.

Engineer or combination for 250 watter near N. Y. Box 585K, BROADCASTING.

Transmitter operator, mid-September opening. Must have first phone. Experience unnecessary but prefer man with amateur or servicing background. Box 715K, BROADCASTING.

Wanted: Engineer capable assuming duties and responsibilities of chief in long established southwestern 250 network affiliate. If interested, kindly contact Box 806K, BROADCASTING.

Wanted: Transmitter operator 1st ticket. Prefer low power man now ready for high power experience, but will consider applicants with no experience if your potential is good. $58.00 for 50 hours to start. Increases based on ability. Box 834K, BROADCASTING.

Engineer, first class license, some announcing. Missouri daytimer. Box 842K, BROADCASTING.

Transmitter engineer needed for 1000 watt North Carolina daytimer. Good working conditions; no experience necessary. Must have car. Box 849K, BROADCASTING.

Want combination engineer-announcer, first phone. Good voice required. State salary required first reply. KCOG, Centerville, Iowa.

Wanted, engineer with some announcing ability. Permanent position with future for right man in 5 kw ABC affiliate in Colorado. KGHF, Pueblo, Colo.

Wanted—Chief engineer for 1000 watt daytime station, KPBM, Carlsbad, New Mexico.

Need first class license transmitter engineer immediately. Possible living quarters for single man. Radio Station KRIS, Corpus Christi, Texas.

First Class engineer. No experience necessary. WASA, Havre de Grace, Md.

Wanted: Combination engineer - announcer for 250 watt Mutual outlet, 40 miles north Atlanta. $55.00 for 45 hours to start. WBHF, Cartersville, Georgia.

Wanted: First phone or combination man, no experience required. WCFV, Clifton Forge, Virginia.

Engineer, first class license for 1000 watt daytime station, experience desirable but not necessary. Car essential. WDBL, Springfield, Tenn.

Need first class licensed operator. No announcing, 6 day week. Time and half for over 40 hours, car not necessary. WDIG, Dothan, Ala.

First class engineer-operator needed immediately for fulltime station. WFAH, Alliance, Ohio.

First phone engineer needed immediately. No experience necessary. WFOB, Fostoria, Ohio.

Wanted: Engineer with first class ticket, NBC station, WGRM, Greenwood, Mississippi.

Help Wanted (Cont'd)

Southeastern network station wants ex- perienced first class operator with ca- capable of maintenance and record- as well as transmitter watch. Compan- tion not swollen by long hours. 40 ho week with time-and-a-half for gen- sional overtime. Permanent job re- placing man gone to TV after five yea our staff. Write, wire or phone Bo Atkinson, WGBA, Columbus, Georgi

Combo man wanted, stress on voic Outstanding opportunity with maj network property. Good starting wa scale with real opportunities for in creases. Write, wire or call WGT Worcester, Massachusetts.

Engineer, first class license. Experi ence not necessary. Basic ABC statio central New York state. Contact T. Brown, WGVA, Geneva, New York.

There is an immediate opening for first class engineer at the below statio No announcing is necessary. App WHFB, Benton Harbor, Michigan.

Have immediate opening for transm ter engineer. No experience necessa $55.00 for 45 hours. Contact Chief En gineer, WJBF, Augusta, Georgia.

Wanted, engineer for AM and FM NB affiliate, WKPT, Kingsport, Tenn.

Engineer with first class ticket. Exp rience unnecessary. Car essenti WMRI, Marion, Indiana.

Production-Programming, Othe

News director, able to take full charg of a live wire news room in a leadi 5000 watt, north-central network af iate. Must be a topflight newscast thoroughly experienced in local repor ing, editing wire copy and be able direct other news personnel. Reply confidence, giving detailed previo experience, salaries, when availab and attach small photograph. Bo 413K, BROADCASTING.

Experienced secretary - copywrite western Pennsylvania independen Position opening in September. Plea send full details, photo, copy sampl and salary required. Box 673K, BROA CASTING.

Situations Wanted

Managerial

Manager—Fourteen years experien all phases independent station oper tion. No arm chair executive but go-getter who can make your stati a paying proposition. If you are see ing a hard working, conscientious ma I can do a real job for you. Bo 838K, BROADCASTING.

Aggressive manager available with thirty days. Experienced in all phas of radio with seven years in the bus ness including establishment of a ne station. Hard working salesman an sober with the best references desiri a location in the midwest. Box 84 BROADCASTING.

Manager-commercial manager. 16 yea experience with proven record. Know good programming sales and econom in operation. 38 years of age, marrie This is an opportunity to get a go man with the radio knowledge you a looking for. Box 857K, BROADCAST ING.

Newspaper executive. After sixte years in all phases of radio, I tri to reform by becoming general ma ager of two daily newspapers. It's good position, but I have radio in m blood instead of printer's ink. Compl experience in radio management, sal programming, engineering, FCC proc dures. 38, married, two children. want to get back to running a go radio station again. Write Box 88 BROADCASTING.

Manager-program director-commerc manager. Thoroughly capable, expe ence all phases radio. Efficient ma agement, good programming, str sales and public relations. Mat judgment, youthful enthusiasm, personality and good showmansh everything that makes a successful s tion. Reasonable salary and perce age. Box 888K, BROADCASTING.

Successful commercial manager de ous of south or southeast. 1st licen Box 889K, BROADCASTING.

After over twenty years in radio year away, I want to get back in field where I am best qualified and h piest in sales or management. Pr Florida, but will go anywhere. Add P. O. Box 615, West Palm Be Florida.

Situations Wanted (Cont'd)

Salesmen

Fifteen years NBC sales, local, spot network, excellent record, best references. Currently employed. Considering leaving New York City. Box 744K, BROADCASTING.

Diamond in your own backyard. Youngthinking creative employer in NYC market, here's an opportunity to buy the services of a sparkling talent in the advertising business. Not a jack-of-all-trades, but firmly grounded in retail sales ($55,000 gross billing), creating copy campaigns that hit the register on the $; analyzing markets and accounts; developing promotion, publicity, original presentations. TV production experience, hi-powered but not high-pressured. Anxious to leap out of rental rut into flexible agency or station (no ulcer outlets) where top work gets top dollar. Own accounts best references. Journalism BS, 27, draft exempt, child. Wife cooks terrific dinners for right boss. Box 837K, BROADCASTING.

Young aggressive salesman-announcer. Emphasis on sales. Knowledge merchandising. Four years experience all phases announcing, sales promotion. Single. Draft exempt. Personal interview preferred. Box 852K, BROADCASTING.

Announcers

College grad., 25, seeks first announcing job, any location. Courses in announcing, copywriting, newswriting. Short on experience, long on talent, ambition. Disc, photo. Box 699K, BROADCASTING.

Network experienced sports man wants employment preferably west. Board experience, news, DJ. Married, draft exempt. Presently employed, no drifter. Box 777K, BROADCASTING.

Versatile announcer wants position where board work not required. Conscientious, draft exempt, excellent references. Box 783K, BROADCASTING.

Sports announcer, play-by-play all sports. Available October 21st. Married. Advancement more important than starting salary. Box 830K, BROADCASTING.

California here I come. Combo, except, married man desires California station. Asking $75.00, will consider $70.00. Two weeks notice required. Box 831K, BROADCASTING.

announcer, draft exempt, single, college graduate. Operates console and turntable. Experience in all phases including technical knowledge. Available immediately. Disc, photo. Box 834K, BROADCASTING.

Sportscaster — Topflight play-by-play man for football, basketball, baseball and all other sports. Family man seeks permanent spot with sports minded station. Fourteen years experience as sportscaster, newscaster, commercial manager, general manager. Box 839K, BROADCASTING.

Competent, experienced, reliable, employed announcer desires change to good, progressive station, run by radio man. Good DJ, 8 years experience, 3 years PD. State salary, hours. Box 840K, BROADCASTING.

News-sports specialist, now employed. Age 28, draft free. Accept staff, desire D. C. area. Box 844K, BROADCASTING.

Hillbilly DJ. know, like hillbillies. Seven years with own top western unit. Want right permanent spot. Please no "ruffled shirt" station replies. Also news, commercial. Details, transcription request. Available in Sept. Box 845K, BROADCASTING.

Announcer-sportscaster. Employed, 26 years old. Married. Will travel. Available immediately. Strong on all play-by-play. Veteran. Year's experience. Box 846K, BROADCASTING.

Wanted novice football broadcaster desires prep or college play-by-play assignment as announcer or assistant. Anywhere in U. S. College grad. 24. Five years football P. A. experience. Box 847K, BROADCASTING.

Announcer moving to California. Varied experience football, special events, operate own board news, DJ and write copy. Married. No hot shot or character. Presently employed at large southwest metropolitan station. Box 848K, BROADCASTING.

Situations Wanted (Cont'd)

Attention, east and southeast! Announcer-newscaster. Five years solid experience. Veteran. Family man. Good voice. Sober and reliable. Good baseball. Looking for well established station offering good pay and good future. Best references. Box 855K, BROADCASTING.

Staff job with regional NBC or CBS affiliate. Prefer combination with TV. Five years experience all phases announcing. Two years managing program directing. Six years college. 31, non drinker, married, one child. If sincerely interested will come for interview. Available on two weeks notice. Box 861K, BROADCASTING.

Announcer: Creative ability, concert and show business background, bass voice, trained Radio City, New York, seeks stable position. Veteran, age 33, married, no children, sober, good appearance, healthy, character excellent, desires opportunity to prove talent is worth its weight in gold. Box 862K, BROADCASTING.

Thousands thousands yes, thousands of families know this man! Disc jockey with ready-made audience available. A "household name" in New York metropolitan area seeks change. Willing sacrifice large "take" to join New York station with growth possibilities. Request interview. Write Box 863K, BROADCASTING.

Announcer-copywriter. Two years experience with one station. Work board. Vet, single, sober. Box 864K, BROADCASTING.

Young, married, draft exempt, comboman; 2 years experience. Desires California station position. Smooth news and disc delivery. Letter, tape, photo available on inquiry. Stable! Box 866K, BROADCASTING.

I'm zaney. I like late hours. Musicgab my forte. Build me as your dog-watch personality. Prefer fulltime independent in midwest, east. Box 870K, BROADCASTING.

Gil Mason's the name. I can handle your announcing. Newscasting and disc jockey programs. Just need the opportunity to prove it. Resume and disc on request. Box 874K, BROADCASTING.

Announcer-program director. Ten year background. Prefer east. Details, transcription. Box 877K, BROADCASTING.

Moving up, versatile announcer, personable, vet, family, employed metropolitan station. Box 884K, BROADCASTING.

Alabama stations: Experienced announcer, sportscaster, salesman, interested in good proposition. Send details. Box 886K, BROADCASTING.

Platter-chatter man with one-year proven ability. Looking for opportunity to build late nite or morning show. Prefer decent size city in midwest or possibly east. Fulltime independent best bet, Box 871K, BROADCASTING.

Persons involved: Husband and wife. Draft exempt. College. Two years AM, FM, TV experience. Strong in all phases of news, editing, rewrite and local reporting. Excellent DJ team. Continuity and commercial writing. Production and direction. Available immediately. Permanent. Peter Newton, #1 Stuyvesant Oval, New York City, New York.

Technical

Engineer, degree, license, 15 years experience chief, combo. Box 652K, BROADCASTING.

First phone, 18 months experience, draft exempt, married, wishes to locate in south, have no experience but will except combo work. Box 835K, BROADCASTING.

Colored vet, first phone license. 5 years technical training. Desires employment. Please state salary and hours. Box 853K, BROADCASTING.

Engineer, 1st class ticket. AM-FM-TV experience. Desire position, preferably in Vermont or New Hampshire. Permanent location wanted. Married, draft exempt. Box 856K, BROADCASTING.

Experienced combination engineer-announcer presently employed by fulltime clear channel station. Notice necessary. Southwest preferred. Minimum salary $300.00. Have automobile. Box 875K, BROADCASTING.

Experienced combo man available. Handle all phases. Family man with car. Good references. Full details first letter, please. Box 879K, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, 4 years experience, transmitter, control room and remotes. Desire change to progressive station. Draft exempt. Minimum $65. Box 885K, BROADCASTING.

Chief engineer, 20 years experience maintenance and new construction. Excellent record as chief, family, reasonable salary. Box 887K, BROADCASTING.

First phone, no experience, single, amateur experience, willing. Write to Vincent Giangregorio, 108-31 48th Ave., Corona, L. I., N. Y.

Immediately, engineer, chief engineer, experienced, family. Northeast, midwest. James Gray, 58 Sailly Avenue, Plattsburg, N. Y.

Production-Programming, Others

Copywriter-male. Experience on network affiliate wants progressive station. Hard worker. Draft exempt. No announcing. Box 807K, BROADCASTING.

Program director, 10 years experience as announcer news man; in short all phases of radio promotion, production, writing shows and copy. Prefer to locate with AM-TV operation. However, would consider sound AM position. Presently on leave network affiliate from position as program director. Aim to secure future for self and family. Age 30, draft exempt. Box 836K, BROADCASTING.

Experienced girl continuity writer also microphone work. Upper midwest preferred. Box 841K, BROADCASTING.

College graduate, male, 22, draft exempt, anxious to locate in southwest. Wants experience in copywriting. Box 860K, BROADCASTING.

Presently employed, program department, eastern net 50 kw. Desire program directorship medium station. Unquestionable background (9 years) in programming, sales, engineering. 32, vet, draft exempt, married. Consider any location. Excellent references. Box 865K, BROADCASTING.

Television

Salesman

Currently TV sales manager for large independent station with outstanding sales record. Prior experience includes 1 year as TV network account executive, TV direction and writing credits, TV department head for advertising agency. Emphasis on sales but varied background embraces all production in TV. Want to exploit sales plus management experience on higher level than present. Will also consider station rep, film distribution and/or advertising agency position. Write Box 851K, BROADCASTING • *TELECASTING.*

Production-Programming, Others

Television cameraman and photographer; commercial, news; advertising and publicity. Age 40, married. Excellent references. Box 891K, BROADCASTING • *TELECASTING.*

For Sale

Stations

Western local station in good farm town. Owners wish to devote themselves to other business. Low price for cash. Low-cost operation ideal for owner-manager-engineer and wife. Replies confidential. Box 804K, BROADCASTING.

250 watt fulltime independent on northern California coast. In operation 3 years. Box 876K, BROADCASTING.

Equipment, etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

Rel. 10 kw FM transmitter. Includes driver unit power supply and amplifier. Perfect condition. Never been used. Make best offer. This is a real bargain! Box 698K, BROADCASTING.

Like new General Electric BC-3A transmitter console. Cost $650.00, will accept $450.00. Suitable for any transmitter or small station speech-input. Box 850K, BROADCASTING.

Channel two or three RCA TF3A three bay Bat Wing antenna immediate delivery. Box 869K, BROADCASTING.

2 Ampex model 400, twin track recorders, as new. $750.00 each. Box 878K, BROADCASTING.

For Sale (Cont'd)

For sale: One composite 250 watt transmitter, tower. Quonset hut, two turntables and console. Complete 250 watt station except for frequency and modulation monitors. First $5,000 takes it. WBSC, Bennettsville, S. C.

RCA BTF250-A 250 watt FM transmitter, Hewlett-Packard monitor, RCA transmission line monitor, RCA isolation unit, RCA limiting amplifier, 200 feet 1⅝" coax transmission line. Best offer, Chief Engineer, WCOH, Newnan, Georgia.

Wanted To Buy

Stations

Station wanted. Gross between 50-100 thousand dollars. Cash available. No brokers. Replies confidential. Box 873K, BROADCASTING.

Equipment, etc.

Want used 3 channel amplifier, microphones, pickups, and turntables. Send description and lowest price to Box 858K, BROADCASTING.

Used 4 or 6 bay sidemount FM antenna, 1⅝ inch line and brackets. Box 867K, BROADCASTING.

Miscellaneous

Learn how to speak and write for radio. Send for practical text book with comprehensive Home Study Course. Introductory offer (two months only) complete with 15 printed lessons. Address Box 784K, BROADCASTING.

Help Wanted

SALESMEN

for new

SYNDICATED RADIO IDEA

If you are now calling on radio stations and can handle another salable idea along with the service you are now selling, we have a proposition that is made to order for you. This is a brand new idea for one station in each market. It was created by active radio station men and has ample financial backing. It is a solid, sound, brand new, legitimate plan that cannot fail to increase billings for every station that participates. It is fully copyrighted and protected. Choice territories are now open. Write today to Box 882K, BROADCASTING.

Announcers

DISC JOCKEY WANTED

Must have proven success record as D.J., in a competitive market. A real opportunity awaits the man who can deliver. 5 kw network station, metropolitan north central market. Give full particulars about previous experience, salaries earned and expected, and attach small photo. Confidential.

BOX 450K, BROADCASTING

Production-Programming, Others

WAAB

Basic ABC (10-15-51)— 5000 watts seeks experienced woman to expertly handle proposed five-weekly half-hours of community activities, interviews, shopping and household information. Must also be willing and able to assist Continuity Director in handling several accounts. Please enclose photo, state full background details and expected starting pay and send audition disc to Bruff W. Olin, Jr., President, W A A B, Worcester, Mass.

XUM

For Sale

RADIO SCRIPT LIBRARY

(can be run by one person)
Over 100 stations have used this service. Priced for quick sale.

BOX 892K, BROADCASTING

Equipment etc.

Television Transmitter

FOR SALE

New --- Never Used
In Original Crates
RCA TT5A
5 KW--VHF
Channels 2 through 6

Available Immediately

Address Box 880K
BROADCASTING • TELECASTING

Wanted to Buy

Stations

WANTED
A Radio Station
WEST OR SOUTHWEST
250-5000 WATTS
All Replies Confidential
SEND DETAILS,
INCLUDING PRICE TO
BOX 881K, BROADCASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE

Confidential nation - wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.

HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

'BRIGHT STAR'

Series Sold in 183 Cities

THE Frederic W. Ziv Co.'s transcribed radio series *Bright Star* starring Irene Dunne and Fred MacMurray, was sold in 183 cities during the first three weeks it was offered, company officials announced last week. Twenty-seven of the 95 "major markets"—cities of 100,000 population or more—have purchased the show.

The series has also been sold in 21 of the 63 television cities in the United States, which Ziv executives interpret as a strong over-all appeal, in large as well as small cities. They anticipate stations in more than 90% of television cities will have bought *Bright Star* by the time it goes on the air the end of this month.

The 27 major markets, where sales have been completed, are: Detroit, Boston, Houston, New Orleans, Cincinnati, Indianapolis, Memphis, Columbus (Ohio), Atlanta, Birmingham, Akron, Providence, Omaha, Miami, Dayton, Jacksonville, Norfolk, Salt Lake City, Tulsa, Hartford, Charlotte, Mobile, Shreveport, Knoxville, Tampa, South Bend, and Little Rock.

McConnell Sails

JOSEPH H. McCONNELL, NBC president, sailed Friday on the Queen Mary to attend broadcasts of *The Big Show* to originate Sept. 16 in London and Sept. 23 in Paris. Programs will be taped for U. S. Broadcast Sept. 30 and Oct. 7, respectively. London show will be broadcast on BBC; Paris one will be for studio audience only without being broadcast in that country.

EASTERN DOUBLE MARKET INDEPENDENT

$65,000.00

The only station covering TWO very attractive eastern cities having a total city population in excess of 35,000 and retail sales of more than $40,000,000.00. This station needs owner operation and offers two or three partners an unusual opportunity to earn real profits. Financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

ANNUAL harvest (and the only one by BROADCASTING • TELECASTING, *(puh-leez)* of 1951 radio beauty contestants includes Mrs. Arkansas, Mrs. Coleman Kent, who went to the Asbury Park finals last week under the sponsorship of KNEA Jonesboro.

MRS. PENNSYLVANIA, Mrs. Marcella Marder, receives the title ribbon from Bob Nelson, manager of WARD Johnstown during state finals in that city. Last year's national Mrs. America winner represented Johnstown and WARD.

MISS WASHINGTON of 1951, June Beverly Klein, receives congratulations of Vice President Alben W. Barkley as she entrained for the Miss America finals. WWDC Washington again sponsored this year's contest in the Nation's Capital.

MRS. RADIO Cleveland, Mrs. Jean Carrione, won a WHK competition that all started with a flip remark of Disc Jockey Bill Gordon about sending in beauty pictures. The deluge of mail that followed prompted the contest.

EYEFUL at KLRA Little Rock is Lee Power, who conducts a nightly disc jockey show for Long-Bell Lumber Co. By day she serves as advertising director for the lumber chain and furnishes proof that beauty and brains often go together.

WGAP Maryville-Alcoa, Tenn., was one of the sponsors of Miss Alcoa, Bobbie Bird. Mayor O. W. Brumfiel congratulates her. (Editor's Note: That's all—next radio beauty layout in our September, 1952 issue.)

FCC Actions

(Continued from page 103)

...isions Cont.:

...ectors, stockholders and financial ...d program plans.

...Hearing Examiner Basil P. Cooper

WHUN Huntingdon, Pa.—Granted ...tion for continuance of hearing ...m Sept. 10 to Nov. 13 in Washington, ...C. in proceeding re its application.

...y Hearing Examiner Elizabeth C. Smith

WJKO Springfield, Mass.—Granted ...tion for continuance of hearing ...m Sept. 5 to Oct. 5, in Washington, ... proceeding re its application.

...eptember 5 Applications . . .

ACCEPTED FOR FILING

License for CP

WFIN-FM Findlay, Ohio—License for ... to change FM station.

License Renewal

Following stations request renewal ... license: KLX-FM Oakland, Calif.; ...MY-FM East St. Louis, Ill.; WCNB-... Connersville, Ind.; WCTW (FM) ... Castle, Ind.; KGLO-FM Mason ..., Iowa; KMFM (FM) Monroe, La.; ...RS-FM New York, N. Y.; WMGM-... New York, N. Y.; WFDR (FM) New ..., N. Y.; WWNY-FM Watertown, ...Y.; WFMJ-FM Youngstown, Ohio; ...US-FM Muskogee, Okla.; WMGW-... Meadville, Pa.; WDXY (FM) Spar-...burg, S. C.

...eptember 6 Applications . . .

ACCEPTED FOR FILING

AM—960 kc

Mobile, Ala.—CP new AM station re...ested by Cary Lee Graham and ...rwin H. Estes AMENDED to change ...m 1340 kc 250 w unl. to 960 kw 1 ...w D.

AM—900 kc

Calhoun, Ga.—CP new AM station ...quested by Gordon County Bcstg. ... AMENDED to change from 1490 kc ...0 w unl. to 900 kc 1 kw D etc.

License for CP

WNXT Portsmouth, Ohio—License ... CP new AM station.

Modification of License

WILK Wilkes-Barre, Pa.—Mod. li...se to change from DA-DN to DA-N.

...heatre TV Lens

...TTER picture detail for theatre ...V is promised by a new giant ...f-correcting lens, according to ...erican Optical Co., manufac...rer of the precision magnifier. ...is more than 22 inches in diam...er and projects "improved 15-...20 foot television pictures on ...ovie screens." Several of the ...s have been ordered by RCA ...d General Precision Lab. for use ... their theatre TV equipment, ...erican Optical reported. Lens ... used to correct distortions in...ced by mirror-magnifier when ...e image on the 5-in. kinescope is ...own up to theatre-screen size.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH SEPTEMBER 6

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,292	2,264	128		299	125
FM Stations	655	544	115	*1	11	3
TV Stations	107	87	22		438	171

*On the air.

* * *

Docket Actions . . .

FINAL DECISIONS

Clovis, N. M.—Announced final decision granting New-Tex Bcstg. request for new AM station on 1240 kc with 100 w fulltime and denying application of KDDD Dumas, Tex. to change from 800 kc, 250 w, daytime to 1240 kc, 250 w, fulltime; dismissed as moot petition of New-Tex for severance and grant of application and other related pleadings. Decision Aug. 29.

MEMORANDUM OPINIONS AND ORDERS

Dallas, Tex.—By order, granted petition by chief of broadcast bureau to reopen record of proceedings on Lakewood Bcstg. Co. application for new AM station on 1480 kc with 1 kw fulltime, directional. Enlarged issues and ordered further hearing to determine whether proposed station would interfere objectionably with XEAR Monterrey, Mexico, or any other foreign stations to an extent unauthorized by treaty or the Commission's rules and standards. Order Aug. 31.

Non-Docket Actions . . .

TRANSFER GRANTS

KSEL Lubbock, Tex.—Granted acquisition of control Lubbock Bcstg. Co., licensee, by Walter G. Russell through purchase of 28% interest from B. C. Garnett and Betty K. S. Garnett for $56,000. Mr. Russell now owns 9,609.6 shares out of total of 18,480 shares. Granted Aug. 31.

WRYO Rochester, Pa.—Granted assignment of license from Beaver Valley Radio Inc. to Michael Maker Jr. (70%) and S. W. Calkins (30%), a partnership of the two major stockholders in former licensee, Beaver Valley. Consideration consists of assumption of obligations and liabilities. Granted Aug. 31.

WTNT Tallahassee, Fla.—Granted acquisition of control Tallahassee Appliance Corp., licensee, by Frank W. Hazelton, present ⅓ owner, through purchase of another ⅓ from W. H. Wilson, Godfrey Smith and J. T. Smith Jr. for $15,000. Granted Aug. 27.

KGFL Roswell, N. M.—Granted involuntary transfer of control KGFL Inc., licensee, from W. E. Whitmore, deceased, to Walter E. Whitmore Jr., executor of estate. Granted Aug. 27.

KENM Portales, N. M.—Granted involuntary transfer of control Plains Bcstg. Co. Inc., licensee, from W. E. Whitmore, deceased, to Walter E. Whitmore Jr., executor of estate. Granted Aug. 27.

KXGI Ft. Madison, Iowa—Granted assignment of license from Carson Radio Inc., to KXGI Inc. a formality following July 10 grant of transfer of all Carson Radio stock to KXGI Inc. Granted Aug. 27.

New Applications . . .

AM APPLICATIONS

Liberty, Tex.—Cyril W. Reddoch and John B. McCrary d/b as Liberty Bcstg. Co., 1050 kc, 250 w, daytime; estimated construction cost $16,775; first year operating cost $25,000; first year revenue $34,500. Partners also own WATM Atmore, Ala. and KDLA DeRidder, La. Filed Sept. 4.

TV APPLICATIONS

Amarillo, Tex.—Plains Radio Bcstg. Co., Ch. 4 (66-72 mc), 50 kw, visual, 25 kw aural, antenna 561 feet; estimated cost $486,558.70; operating costs and revenue unknown. Applicant is licensee of KGNC Amarillo and KFYO Lubbock, Tex. Filed Sept. 5.

Oklahoma City, Okla.—Oklahoma Television Corp., Ch. 9 (186-192 mc), 200 kw visual, 100 kw aural, antenna 1551 feet; estimated cost $1,350,000; operating cost $360,000; revenue $400,000. Principals include President Roy J. Turner (20%), oil business; Vice President F. E. Harper (10%), oil business; Secretary Henry S. Griffing (trustee for 30% owned by Video Independent Theatres, Oklahoma City); Treasurer Luther T. Dulaney (30%), state RCA distributor; Executive Vice President Edgar T. Bell (10%), general manager KTOK Oklahoma City. Filed Sept. 5.

Wausau, Wis.—Rib Mountain Radio Inc., Ch. 7 (174-180 mc), 48.6 kw visual, 24.3 kw aural, antenna 814 feet; estimated cost $240,445; operating cost $150,000; revenue $150,000. Applicant is owned by Central Bcstg. Co. (60%), representing the Morgan Murphy-Walter C. Bridges interests, and Record-Herald Co. (40%), publishers of Wassau "Record-Herald." Filed Sept. 5.

San Antonio, Tex.—R. L. Wheelock, W. L. Pickens and H. H. Coffield d/b as UHF Television Co., Ch. 35, 187 kw visual, 93.5 kw aural, antenna 425 feet; estimated cost $372,500; operating cost $140,000; revenue $300,000. Same partners have applied for TV stations in New Orleans, La. and Corpus Christi, Tex. Also see two other UHF applications below. Filed Sept. 6.

Houston, Tex.—UHF Television Co., Ch. 23, 182.5 kw visual, 91.25 kw aural, antenna 514 feet; estimated cost $382,500; operating cost $140,000; revenue $300,000. See San Antonio application above. Filed Sept. 6.

Dallas, Tex.—UHF Television Co., Ch. 23, 180 kc visual, 90 kw aural, antenna 515 feet; estimated cost $352,500; operating cost $140,000; revenue $300,000. See San Antonio application above. Filed Sept. 6.

TRANSFER REQUESTS

KOKO La Junta, Col.—Assignment of license from Southwest Bcstg. Co. to Otero Bcstg. Co. for $250 plus mortgage-purchase agreement involving $17,750. Principals in transferee are President William W. Shepherd (48%), 10% owner WWGS Tifton, Ga.; Secretary-Treasurer Hortense D. Shepherd (2%), professor Georgia State Dept. of Education; Vice President Dr. Charles E. Zimmernan (50%), physician. Filed Sept. 5.

WCOL-AM-FM Columbus, Ohio—Assignment of license from Lloyd A. Pixley, Martha P. Pixley and Grace M. Pixley as individuals to Air Trails Inc. for $100,000 plus. (Contingent upon simultaneous application requesting transfer from Pixley's Inc., present licensee, to three individuals named who own Pixley's Inc.) Principals in Air Trails are President and Treasurer Charles Sawyer (20%), U.S. Secretary of Commerce and owner of WING Dayton, majority stockholder in WIZE Springfield, Ohio; Executive Vice President J. Pattison Williams (20%), executive vice president for WIZE and WING; Vice President Adna H. Karns, general manager WING and WIZE; Secretary John Sawyer (12%), farmer; Assistant-Secretary Catherine Brown, private secretary to Secretary Sawyer and assistant secretary for WING and WIZE; Charles N. Evans, station manager for WIZE; Anne Sawyer Williams (12%), director WING; Charles Sawyer Jr. (12%), director of Coney Island Co., Cincinnati; Jean Sawyer Weaver (12%), housewife; Edward Sawyer (12%), U.S. Army. Filed Sept. 5.

WIBS Santurce, P.R.—Resubmitted application for assignment of license from Radio Station WIBS Inc. to Tomas Muniz and Ramon Pares d/b as Muniz & Pares for $174,200. Mr. Muniz (50%) is general manager WIAC San Juan and Mr. Pares (50%) is vice president of Olavannia Sugar Corp., San Juan. Filed Sept. 5.

KGAL Lebanon, Ore.—Assignment of license from W. Gordon Allen to Linn County Bcstg. Co., new corporation owned 59.1% by Mr. Allen, president. Other owners are Vice President Donald F. Whitman (20%), production director WJBK-TV Detroit and KOIN Portland, Ore.; Secretary-Treasurer Harold C. Singleton (9.9%), 52% owner KWWB Walla Walla, Wash. and chief engineer KGW Portland, Ore.; Kathryn B. Hayden (10%), part-owner "Lebanon Express"; Madeline R. Allen (1%), housewife. Total of $8,000 is paid to Mr. Allen for interests obtained. Filed Sept. 5.

KGPH Flagstaff, Ariz.—Assignment of license from partnership d/b as The Flagstaff Bcstg. Co. to The Frontier Bcstg. Co. Inc. to effect change from partnership to corporation. Same ownership. Filed Sept. 5.

KXOX Sweetwater, Tex.—Assignment of license from Sweetwater Radio Inc. to Radio & News Inc., present 100% owner of licensee. Filed Sept. 5.

KTER Terrell, Tex.—Transfer of control Terrell Bcst. Corp. from Frederick I. Massengill Jr. and D. W. Massengill to Paul A. Wnorowski through sale of 51% interest for $16,500, Mr. Wnorowski owned 40% of WIBV Belleville, Ill. until June 14 this year. Filed Sept. 5.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 24, FM 54, TV 0. New deletions and effective dates follow:

KJSK-FM Wheeling, W. Va.—George Basil Anderson, construction permit, Aug. 28. Economic.

Morning Program

WBAL-TV Baltimore announced last week that beginning today (Monday) it will begin programming at 10 a.m. with a new full-hour program to be known as *The Brent Gunts Show*. New show will be aired Monday through Friday and aimed at housewives.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Johnstone-Montei

I LOVE THE SUNSHINE OF YOUR SMILE

On Records: Four Knights—Cap. 1587; Ray Anthony—Cap. 1723; Merv Griffin-Hugo Winterhalter—Vic. 20-4181; Jerry Gray—Dec. 27695.

On Transcriptions: Lenny Herman — Capitol; Victory Military Band—Standard.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Benton's Inning

(Continued from page 23)

predominant matter which Sen. Benton sought to settle.

He quoted industry sources as well as several editorials from BROADCASTING • TELECASTING as stating that broadcasters feared the spectre of censorship in his proposal, and he denied that these fears were valid.

Other witnesses, under questioning by Sen. Benton, contended that no censorship would be present in the system. But Senate Majority Leader Ernest W. McFarland (D-Ariz.), chairman of the subcommittee, got closer to the heart of the matter when he asked Sen. Benton:

"How much good would this board accomplish without exercising some degree of censorship?"

Sen. Benton answered, in part: "I have a great faith in the desire of the industry to respond to the kind of constructive report from the type of men that would be on this board. . . . If such a board had been in existence for the past 30 years of radio history . . . the history of broadcasting would have been changed for the better."

"If stations did not conform to the recommendations of this board," continued Sen. McFarland, "would the FCC conform to them?"

"That's hard to say," said Sen. Benton.

"Would it be your desire that the FCC conform to them?" asked Sen. McFarland.

"It would and could on occasions where you have a flagrant failure of a licensee to live up to his promises," said Sen. Benton.

Attached to Congress?

Sen. McFarland said it seemed to him that "unless the FCC did follow the recommendations," the advisory board would have no effect.

Sen. Homer E. Capehart (R-Ind.) questioned whether (1) there was a need for such a board since it might "be doing what this committee (the Interstate and Foreign Commerce Committee) ought to be doing, or (2) whether, "if we do need such an organization," it ought not to be attached to Congress.

"Why should it (the board) be attached to the executive branch?" Sen. Capehart asked. "Only the House and Senate have the power to change the law (governing broadcasting)."

Sen. Benton said the thought of attaching the board to Congress had not occurred to him and that although the notion might be worth considering, he felt that his proposal was the better solution.

Sen. Benton continued throughout the hearings to maintain that this procedure would not constitute censorship.

The legislation under discussion before the subcommittee of the Senate Interstate and Foreign Commerce Committee last Wednesday and Thursday was S J Res 76, a joint Senate-House resolution, and S 1579, a bill. The two, and proposed amendments to them, together represent Sen. Benton's proposals.

Requisite of Bill

In his testimony last week Sen. Benton said that the bill, in its amended form, "calls upon the board to make 'a continuing study of programming trends of broadcasting stations with particular reference to' four problems."

Said the Senator: "The four problems spelled out in the revised bill are briefly: (1) the manner in which broadcasters are serving community needs; (2) the extent to which broadcasters are carrying programs which 'broaden the educational and cultural interests of the American people;' (3) new techniques in programming, or in the financing of broadcast operations, as these affect programming; and (4) study of the nature and composition of the groups which exercise effective control of programming, e.g. station operators, networks, advertisers, educational institutions, etc."

Sen. Benton confined his prepared statement to an outline of the purposes of his legislation and to the introduction of several endorsements from educators.

One letter, from Dr. Robert G. Sproul, president of the U. of California, suggested that part of the campaign for improvement of broadcasting should be a provision enabling educational institutions that acquire the reserved TV channels to sell time. As now proposed by the FCC, the educational stations would be non-commercial.

"I am extremely doubtful," wrote President Sproul, "that the quality of television programs or radio programs over commercially-controlled stations can be changed for the better or maintained at any given level by legislation defining more precisely the meaning of public interest, convenience and necessity.

"A more effective approach would be to guarantee to the public that commercially-operated stations will have substantial competition from non-commercially operated stations controlled by non-profit organizations of public and private educational institutions and agencies, reasonably protected from unjustified interference either by government or commercial stations."

Sen. Lester C. Hunt (D-Wyo.), co-sponsor of the Benton legislation and a member of the subcommittee, also read a prepared statement in support of the measure. (Sens. John W. Bricker [R-Ohio] and Leverett Saltonstall [R-Mass.] are other co-sponsors.)

Sen. Hunt had little good to say for present arrangements in broadcasting.

"Tap dancing, acrobats, song and dance teams, blood and thunder murders — what value are they?" Sen. Hunt said.

"Contrast these kinds of TV programs with those that could be offered," he said.

As types of programs that he would like to see in greater abundance, Sen. Hunt suggested "sewing, cooking, nursing care" as well as subjects of particular interest to various professions. He thought it would be a splendid television program of interest to lawyers if a station presented "some legal authority on Sunday evening discussing Supreme Court decisions."

FCC Under 'Pressure'

Owing to pressures from the industry, said Sen. Hunt, the FCC was "not in a position to pass on these important matters." What it needed was the extra push the National Citizens Advisory Board could give.

Other witnesses were Angus McDonald, legislative representative of the National Farmers Union; Stanley Ruttenberg, director of education and research of the CIO; Dr. I. Keith Tyler, director of the Ohio State U. Institute for Education by Radio and Television; Dr. Edgar Fuller, executive secretary of the National Council of Chief State School Officers, speaking for the Joint Committee on Educational Television; Wallace J. Campbell, director, Washington office, Cooperative League of the U.S.A., and president of WCFM (FM) Washington, a cooperatively owned station; Carroll Newsom, associate commissioner of education of the State of New York and representative of the New York State Board of Regents; James Webb, acting U.S. Secretary of State, and Alice Dunlap, director, Washington office, American Library Assn.

Of these, perhaps the witness most antagonistic to commercial broadcasting was Dr. Fuller.

"Mr. Chairman," he said, "it is unthinkable that the limited number of television channels may be allowed to become monopolized for selling goods . . . The history and present status of radio has demonstrated that the rituals of the sellers demand monotonous repetition of the trademark and the trite cliche. Such repetition, carried to excess, spoils programs and stultifies thinking."

Dr. Fuller said it was "difficult for us to understand why commercial broadcasters should oppose such a National Citizens Advisory Board as S 1579 proposes. The board would be entirely unofficial and advisory, and it would have no powers of censorship. It would be legal for both the FCC and Congress to ignore every suggestion it might make.

"Do the broadcasters suppose that there will be no organized groups of any kind whatever to suggest to them what the public opinion is concerning their presentations on television? . . .

"If they take an attitude that all the television channels belong to them, to use as they please to bombard the people in any way that will earn them the most dollars, the alternatives of the general public may be limited to less desirable types of action to protect itself."

Sen. Benton asked Dr. Fuller to comment on an analysis which Sen. Benton said he had made of industry reaction to his proposals.

Sen. Benton said the analysis indicated that broadcasters had no objection to the one-year limitation on TV station licenses (a limitation now in effect) or to an encouragement of subscription broadcasting, but that "their fear is in regard to the National Citizens Advisory Board and possible censorship."

"They fear the board because there would not be an opportunity to appeal to the courts from any of its recommendations, as they can now appeal from FCC decisions," Sen. Benton said.

Dr. Fuller ventured that it would not be a censoring body.

Mr. Newsom, of the New York Board of Regents, reported on the status of the boards interest in an educational TV network.

Plans for Financing

In answer to a question by Sen. McFarland as to how the Regents proposed to finance such a network, Mr. Newsom said the board would include in its next budgetary request an appropriation of $3 to $4 million to build "perhaps as many as 11 stations."

This was the first public acknowledgment that the Regents may tone down their plans from the 11 stations they have announced they would seek. From competent sources, BROADCASTING • TELECASTING has learned that the Regents may wind up by seeking no more than three stations.

Sen. McFarland asked whether the Regents hoped to sell time commercially.

"It is not our present intention," said Mr. Newsom. "But we have counsel on the job exploring these possibilities."

Dr. Tyler, of Ohio State U., said he saw the advisory board as "being a necessary part of the whole

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX NOVA SCOTIA
JOS. WEED & CO.
350 Madison Ave., New York,
(Rep.)
5000 WATTS—NOW!

WHAT A "SPOT" TO BE IN
WTTN
The Nation's Richest Farm Market
Survey average of 50.8% tuned every hour to good listening.
WTTN WATERTOWN, WISCONSIN

structure of broadcasting to carry out provisions of the Communications Act of 1934."

As things are now, he said, the industry is constantly before the FCC while the public is seldom before it."

"You would complete a triangle by setting up this board to represent the public . . . The FCC would have a broader base for its decisions than it gets now from industry groups alone," he said.

Dr. Tyler said he had read the resolution passed three weeks ago by District 4 of the NARTB, opposing the Benton bill on the grounds that it threatened censorship. The resolution, Dr. Tyler said, "didn't make much sense to me."

He felt that because the board would be "advisory" and would deal only with overall programming trends it would not tend toward censorship.

Acting Secretary of State Webb testified to the successful operation of three other boards, somewhat similar in organization to the proposed radio-television board, which were set up when Sen. Benton was assistant secretary of state.

These are the U.S. Advisory Commission on Information, the U.S. Advisory Commission on Educational Exchange and the U.S. National Commission for UNESCO, all of which are composed of private citizens and are attached to the State Dept. to give advice in those fields.

Other witnesses spoke favorably of the Benton legislation, and pointed out their special interests in a swing toward heavier educational programming by radio and TV.

Summing up, before adjournment, Sen. Benton said that the advisory board's influence could not fail to benefit the television industry by an improvement of programs which, he felt, would increase audience.

"It cannot fail to benefit the broadcasters and advertisers whose interest is in enlarging audience," he said.

The hearings were adjourned to an unspecified date.

Sen. McFarland said that although the next subcommittee session on the Benton legislation might be postponed until after the forthcoming Senate recess, he would promise that all witnesses who wanted to be heard would be given a chance before the hearings were closed.

Harold Fellows, NARTB president, has requested an opportunity to testify, and presumably other industry representatives will also appear at future hearings. Wayne Coy, FCC chairman, too is expected to be a future witness.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

NBC AFFILIATION of WGFG Kalamazoo and WJIM-AM-TV Lansing was announced at Chicago during Drake Hotel cocktail party enjoyed, among others, by (l to r) Carlin S. French, vice president, H-R Representatives; L. Joe Bolles, WGFG general manager; Harold F. Gross, stations' president-owner; Howard Finch, WJIM-AM-TV manager; Dwight Reed, vice president H-R Representatives.

Allocations

(Continued from page 78)

assigned four VHF channels, including Channel 12, to Philadelphia.

What Philadelphia applicants want to do is exemplified in the proposal by WIP of that city.

It suggested that in order to keep Channel 12 in Philadelphia, WDEL-TV Wilmington, now operating on Channel 7, be moved to Channel 8 instead of to Channel 12 as proposed by the FCC. It also recommended that WGAL-TV Lancaster, now operating on Channel 4, remain on that frequency with (a) a directional antenna or (b) limited power, instead of moving to Channel 8 as proposed by the FCC.

In his statement on WIP's proposal, Benedict Gimbel Jr., president and general manager of the station, alluded to these facts:

(1) Philadelphia is the third largest city in the U. S.

(2) City has more than 900,000 sets in use, costing public some $200 million.

(3) Without four VHF channels, Philadelphia will not have four competitive network stations.

(4) Two surveys conducted by WIP showed an overwhelming objection on the part of TV set owners to buy UHF converters in order to receive another station.

Interference to NBC - owned WNBT New York and WNBW Washington, both on Channel 4, from the operation of WGAL-TV on the same frequency can be minimized, Mr. Gimbel said, by the use of a directional antenna by the Lancaster station. If that cannot be worked out, he said, power limitation for WGAL-TV would serve the purpose.

In any event, he said, since both the New York and Washington stations are owned by NBC, areas lost through the operation of WGAL-TV on Channel 4 will still receive the same network programs from NBC through affiliates.

Common ownership is also the theme of Mr. Gimbel's attitude toward WGAL-TV and WDEL-TV.

This is the way Mr. Gimbel sees it: Even if WGAL-TV were to go to Channel 7 as FCC proposes, its interference to WDEL-TV on WIP-recommended Channel 8 would not be serious, since both stations are owned by the same interests—the Steinmans.

Naturally, the Philadelphia suggestions have aroused vehement objections on the part of both WDEL-TV and WGAL-TV, as well as NBC, ABC and such others who would be affected by co-channel and adjacent channel interference.

As an example of the significant touch-and-go quality of the allocation hearing, take the case of WNHC-TV New Haven, using Channel 6, which the FCC wants to shift to Channel 8.

In the FCC's proposals, a footnote warns that stations using antennas above 500 ft. would have to reduct a certain amount below the 200 kw maximum permitted. The difference is related to the height of the antenna above 500 ft.

WNHC-TV agreed to make the change to Channel 8, although it will cost $160,000, it said. But it agreed with proviso that it's Grade A service area be protected.

New York's WJZ-TV on Channel 7 and WOR-TV on Channel 9, both of which are using antennas above 1,000 ft. don't want to be limited in power. They are pushing hard to show that they can still radiate maximum powers and not cause serious difficulty to WNHC-TV.

In addition to the Boston, Philadelphia and New Haven problems, the bulk of the other filings covered new recommendations and objections affecting such cities as Providence, Buffalo, Hartford, Worcester, Albany-Schenectady-Troy, Holyoke-Springfield, Manchester, N. H., among others.

SENATE PICKUPS

Lawmakers Refuse Telecasts

A SUGGESTION that the Senate permit its sessions to be broadcast was abruptly turned aside last week by three Democratic Senators who feared broadcasts would "ruin the Senate."

The proposal was made by Wallace J. Campbell, president of the cooperatively owned WCFM (FM) Washington, who said the station would like to carry daily broadcasts of the Senate.

"It would completely ruin the Senate," Sen. William Benton (D-Conn.) said.

Majority Leader Ernest W. McFarland (D-Ariz.), chairman of the subcommittee before which Mr. Campbell was testifying in support of Sen. Benton's legislation to create a citizens board for radio and TV, said:

"You'd be playing up the showmen in the Senate rather than the workers."

Sen. Lester C. Hunt (D-Wyo.) jocularly thought that regular broadcasting might cause a drastic "turnover" in Senate membership.

WANTS UHF

WELI Sole Bidder Last Week

ONE AND ONLY allocation filing last week unequivocally in favor of UHF was from WELI New Haven.

In its presentation, the station related the experience and findings of its executives and engineers with UHF receivers and converters monitoring signals from RCA's experimental UHF station in Bridgeport.

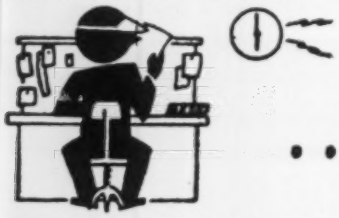
Based on UHF receiver and converter installations installed in the homes of 17 of its executives, and on tests made by its engineers, it reported that:

(1) UHF signal is free from interference from automobile ignition, diathermy, X-ray, other man-made disturbances.

(2) UHF signals bend around and over obstacles—thus cover a much larger area than is expected.

WELI's enthusiasm for UHF is no sudden inspiration. Optimistic reports from the station were published in the Feb. 6, 1950 and April 16, 1951 issues of BROADCASTING • TELECASTING.

WCKY PRODUCES RESULTS
→ *See Centerspread This Issue* ←
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS
OF
SELLING POWER
WCKY
CINCINNATI



...at deadline

WMIE TRANSFER GETS FINAL FCC APPROVAL

TRANSFER of construction permit of WMIE Miami from Lincoln Operating Co., trustee for Sun Coast Broadcasting Corp. to Sun Coast alone, was finally approved by the FCC last week [CLOSED CIRCUIT, Sept. 3].

Commission found nothing in hearing record that disqualifies Arthur B. McBride or Daniel Sherby as broadcast grantees. McBride's association with Continental Racing Press was feature of Kefauver Senate Crime Committee hearings earlier this year. Complaint against both Mr. McBride and Mr. Sherby alleged tax monopoly in Cleveland.

Initial decision granting transfer was issued last March, but was stayed by the FCC in May [BROADCASTING • TELECASTING, May 21, March 19].

Pending FCC approval is application from Messrs. McBride and Sherby to sell WMIE to E. D. Rivers Sr., ex-Governor of Georgia. Purchase price is $200,000 [BROADCASTING • TELECASTING, July 9].

INTERMOUNTAIN EXPANDS

INTERMOUNTAIN NETWORK, comprising some 28 stations in Utah, Idaho, Wyoming, Montana and Nevada will expand into Colorado and New Mexico this week. In connection with the expansion, Avery-Knodel Inc., national sales representative for the regional network, will discontinue representation of KGGM Albuquerque and KVSF Santa Fe on Sept. 14, picking up KVER Albuquerque on Sept. 15. Lynn L. Meyer, vice president in charge of sales of Intermountain, will be in New York this week to discuss plans for promoting and selling the enlarged regional group with Avery-Knodel.

STATION SALE APPROVALS

FINAL FCC approval for sale of WARL-AM-FM Arlington, Va., and WDAE-AM-FM Tampa, Fla., was announced Friday. Control of WDAE was sold to minority stockholder David E. Smiley for $825,000 [BROADCASTING • TELECASTING, July 30]. Lou Poller, owner of WPWA Chester, Pa., bought WARL for $78,000 [BROADCASTING • TELECASTING, July 23]. FCC also granted transfer of WLOU Louisville, Ky., to Robert W. Rounsaville for $40,000 [BROADCASTING • TELECASTING, July 23] and approved sale of WIKC Bogalusa, La., to Enterprise Pub. Co. for $50,000.

NEWSCASTS HIT HIGH

RADIO NEWSCASTS continue popular even in such a heavily-TV populated city as New York, according to survey made by research staff of WOR New York, showing that in first half of 1951 station's newscasts registered higher ratings than at any time in past eight years with average audience this year 26 percent larger than in 1946. Even at night, WOR newscasts now boast larger audiences than in pre-TV era, survey shows.

JOLLIFFE, ENGSTROM GIVEN PROMOTIONS BY RCA

DR. CHARLES B. JOLLIFFE, executive vice president in charge of RCA Labs division, elected to newly created position of RCA Vice President and Technical Director at board meeting Friday, when Dr. E. W. Engstrom, Vice President in Charge of Research at RCA Labs, was named Vice President in Charge of the RCA Labs division. In his new post, Dr. Jolliffe will be responsible for the development and execution of long range plans for RCA, for the coordination of the corporation's broad engineering policies and for representing RCA in connection with technical matters before public and governmental bodies.

RCA board also declared dividend of 87½ cents a share on $3.50 cumulative first preferred stock for July-Sept., payable Oct. 1 to holders of record Sept. 17.

FIRST CBS COLOR SET

FIRST CBS-COLUMBIA color TV set came off line Friday, with full production due in about three weeks. Set is the $499.95 console with doors, contains a 10-in. picture tube magnified to 12½-in. size. At the same time, CBS-Columbia announced it had developed "first fully compatible receiver to be introduced since the Supreme Court decision in favor of the CBS system of color television." Set, as described by CBS-Columbia, is regular 20-in. chassis, but contains third knob on front of receiver, known as "compatibility switch," by which viewer can receive colorcasts in black and white.

NSTP-LABOR MEETING

EXPLORATORY meeting with film labor unions and guilds called by National Society of Television Producers for Sept. 19 to discuss mutual problems prior to contract negotiations. Further attempt to include in their fold newly-organized TV producers group (see story page 86) so far comprising top 10 TV film producers, seen in NSTP inviting all TV producers, "members and non-members" in addition to network and station representatives.

DOUGLASS TO ERWIN-WASEY

JAMES C. DOUGLASS resigned as coordinator of radio and television advertising for Colgate-Palmolive-Peet Co., effective Sept. 14, to join Erwin, Wasey & Co., as vice president and director of radio and television, succeeding C. H. Cottington, resigned. (See AGENCY BEAT).

DUFFY HONORED

BERNARD C. (BEN) DUFFY, president of BBDO, named honorary deputy Commissioner of Commerce of the City of New York. He will serve as public relations and advertising consultant to the N. Y. City Dept. of Commerce.

SHEARER HEADS N.Y. NIELSEN

T. RODNEY SHEARER, vice president of A. C. Nielsen Co., has been appointed head of sales and service of Nielsen Radio and Television indexes in New York.

Closed Circuit

(Continued from page 4)

Civil Defense expected to emerge as result of European trip being made by Clem Randau, executive director of Federal Civil Defense Administration. Mr. Randau, on last leg of two-month tour, is former vice president of UP and of Field Enterprises, and now owns minority interest in WNEW New York.

CARLOS MARISTANY, stormy petrel of Cuban Communications, in addition to his recent appointment as Ambassador to Argentina by President Prio, has been named head of Cuban Delegation to Geneva Telecommunications Conference later this year. His presence always has spelled trouble for U. S. Delegation.

TV STANDARDS COMMITTEE NEARS CODE

PROPOSED television program and advertising standards moving rapidly toward final drafting stage, NARTB's TV board told Friday at conclusion of two-day meeting held at Cavalier Hotel, Virginia Beach, Va. (see earlier story page 77).

Board praised code committee for its work after hearing report by Chairman Robert D. Swezey, WDSU-TV New Orleans. He told board two subcommittees already had turned in first drafts. Walter J. Damm, WTMJ-TV Milwaukee, is chairman of subcommittee on advertising practices, which has adopted tentative standards. Similar progress made by subcommittee on news and public events, religion, community responsibility and controversial issues. Chairman is Harold Hough, WBAP-TV Fort Worth.

DuMONT SALES CAMPAIGN

INITIAL MEETING in series of cross-country regional conferences between executives of Allen B. DuMont Labs receiver sales division and its distributors, has been scheduled for tomorrow (Tuesday) in New York City. Following conclaves designed to discuss fall sales merchandising, advertising and service plans, will be conducted by Walter Stickel, national sales manager, and Fred Lyman, assistant sales manager, on Wednesday in Chicago for the midwest distributors and Friday in Chicago for the western group. Joseph H. Moss Jr., DuMont distribution manager and Advertising Manager George M. Hakim, are scheduled for southern meeting in Atlanta on Wednesday and southwestern conference in Dallas on Friday.

CBS COLOR IN PARIS

CBS COLOR SYSTEM will be demonstrated in Paris from Sept. 15-18, under official sponsorship of French government, CBS-TV division announced Friday. Radio Industrie, largest French manufacturers of radio-television equipment, will show its new models, designed for both black and white and color reception. Director General of French radio and television Waldimir Porche, has sent invitations for opening to cabinet members from his own country as well as Belgium, Italy, Switzerland, Sweden, Norway and Denmark.

PARSONS PROMOTED

WILLIS B. PARSONS, sales promotion department of ABC, has been named assistant manager of the advertising and promotion department of the network, it was announced last week.

"IN THE HEART OF AMERICA . . .

It's

KANSAS CITY—

"Back in Business"

and it's

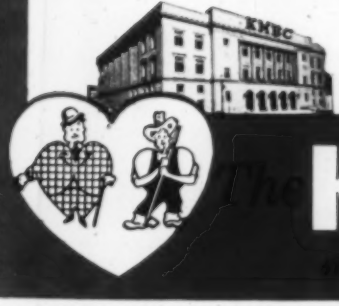
"Wholehearted"

Midwesterners are noted for their wholehearted determination. And because of this determination, Greater Kansas City and the entire recently flooded sections of Kansas and Missouri are "Back in Business"!

Kansas City is entitled to a mighty salute—not only for its quick return to normal, but for the manner in which flood control legislation is being enacted to prevent a recurrence of flooding in the heart of America. That same determination and cooperation will see all partially completed projects to a finish and the necessary new water control systems built without delay.

Hats off to Kansas City and the Midwest! Standing in the midst of this spirit, The KMBC-KFRM Team can see only one ultimate result—a BIGGER AND BETTER KANSAS CITY!

Represented nationally by Free & Peters, Inc.



TO SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, IT'S

The KMBC-KFRM Team

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY